

MICHIGAN TRADESMAN

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Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, MAY 19, 1915

Number 1652

Be the Best You Can

Some there are who curse their fate—
Grumble early, grumble late;
They do not seem to understand
Life is joyous, life is grand.
I would like to say a word
On this tendency absurd:

If you chance to be a clod,
Do not go to blaming God.
Let me give a friendly hunch:
Be the best clod in the bunch!
Get to work and never quit,
Straighten up and show your grit;
Soon the rest will say of you:
"He's a genius through and through."
Then you'll realize, I guess,
Lowly clods are a success.

If you chance to be a worm,
Don't give up, but twist and squirm;
From your hole just wiggle out,
Seek the fresh air all about;
By and by you'll find this true:
Other worms will follow you;
Get to work and very soon
Silk will come from your cocoon;
Then a worm, you will confess,
Is a wondrous big success.

If you're just a common man,
Be the best one that you can;
Though you can't be born a seer,
You can widen in your sphere;
If your portion is to till,
Do the tilling with a will;
Soon a hundred horny hands
Will respond to your commands;
Then you'll venture nothing less:
Common men are a success.

Harbor Springs, Mich. *John C. Wright.*

Life and Death

So he died for his faith. That is fine,
More than most of us do.
But, say, can you add to that line
That he lived for it, too?
In his death he bore witness at last
As a martyr to the truth.
Did his life do the same in the past,
From the days of his youth?
It is easy to die. Men have died
For a wish or a whim—
From bravado or passion or pride,
Was it harder for him?
But to live—every day to live out
All the truth that he dreamt,
While his friends met his conduct with doubt
And the world with contempt.
Was it thus that he plodded ahead,
Never turning aside?
Then we'll talk of the life that he lived.
Never mind how he died.

Ernest Crosby.

The Man Who Is Paid

There's pay for the man who can follow a plan
And carry the details through,
But the man who's pay is the most per day
Is the man who can plan and do.

The routine work of the faithful clerk
Is always in steady demand.
His task is to do and carry through
What another's brain has planned.

When a man has to ask you to point out his task
There's very small pay attached to it,
For the man gets the pay who is able each day
To discover his task and then do it.

Frank H. Phillips.

Good Yeast
 Good Bread
 Good Health

Sell Your Customers
FLEISCHMANN'S
 YEAST



**This Baking Powder
 Keeps Its Strength**

The large can of K C lasts longer than 25 cents worth of other baking powders but no matter how long it takes the user to get to the bottom the last spoonful is guaranteed to give perfect satisfaction. K C raises the nicest, lightest biscuits, cakes and pastry you ever ate, and it is guaranteed pure and wholesome.

For goodness sake, use K C.

The above is one of a series of advertisements we are running in daily papers throughout the country. We are spending thousands upon thousands of dollars doing this to help the sales of

K C BAKING POWDER

THIS ALSO HELPS YOU. All grocers like to sell standard goods—particularly if they comply with the Pure Food Laws and pay a profit. Of course you sell it.

JAQUES MFG. CO., CHICAGO

TANGLEFOOT

The Non-Poisonous Fly Destroyer

46 cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914.

DELIVERY WAGONS

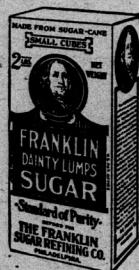
\$47.00, \$48.00, \$50.00, \$55.00, \$60.00, \$70.00,
 \$75.00, \$85.00, \$90.00

Our line of delivery wagons are built extra strong and give good satisfaction

SHERWOOD HALL CO., LTD.

30-32 Ionia Avenue

Grand Rapids, Mich.



*For Tea
 Coffee or
 Cocoa*

**Franklin
 Dainty Lumps**

(SMALL CUBES OF SUGAR)

Tell your customers about these dainty little lumps of pure cane sugar—small enough to sweeten Tea, Coffee, etc., without waste; small enough to dissolve quickly; daintily packed in sealed Franklin Cartons; superior in every way to old style lump sugar.

1-lb. and 2-lb. Cartons, 48 lbs. to the Container.
 Made from Sugar Cane. Full Weight Guaranteed.

The FRANKLIN SUGAR REFINING COMPANY
 PHILADELPHIA



A Real Naphtha Soap Powder

For a limited time, subject to withdrawal without advance notice, we offer **LAUTZ NAPHTHA SOAP POWDER, 60 PKGS.—5 CENT SIZE** through the jobber—to Retail Grocers:

25 boxes @ \$2.30—5 boxes FREE
 10 " @ 2.30—2 boxes FREE
 5 " @ 2.35—1 box FREE
 2½ " @ 2.40—½ box FREE

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes. All orders at above prices must be for immediate delivery. This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice. Yours very truly.

Deal No. 1501
 BUFFALO, N. Y.

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, MAY 19, 1915

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PROTECTING THE FARMERS.

One of the striking resolutions adopted by the convention of the National Retail Grocers' Association at San Francisco last week was a petition to Congress to allow merchants the same sort of fostering care at the hands of the law that is now granted the farmer. In a superficial way this thought is not unnatural, but for the man who realizes the unfairness, favoritism and paternalism that characterize the solicitude of the Wilson Administration for the farmer, it is hardly desirable that the prayer be in any large measure granted.

It will never raise the farmer to any notable degree of mercantile ability or acumen to have the law constantly stepping in, like a guardian angel, to protect him from the logical consequences of his own silliness, stupidity and cupidity. In New York State last year, legislation was passed which sought to relieve him of the consequences of his own lack of judgment through shipping his wares to unreliable and irresponsible men. And this year, this fantastic legislation went even further by proposing that every receiver of farm products be bonded, not merely as to his honesty but in order that the farmer would be literally insured against loss, by requiring surety bonding of every receiver.

We all know how generally the "farmer vote" has availed to secure unfair exemption from price conspiracy laws, and how the big stick of the law has protected the dairyman while it menaced the maker of perfectly wholesome and honest oleomargarine. It is only due to the fact that when farmers found they could scare legislators into acting as their guardians they followed the thing up until everyone not a farmer cries out in alarm at the crass favoritism that has resulted.

Prices of agricultural products have declined. Reports of damage to the winter wheat by Hessian fly have been numerous the past week but the best authorities do not consider the inflection serious. The potent influence on the market appears to have

been a materially decreased demand, both domestic and foreign, and the dangers of ocean transportation. Middling uplands cotton has reached 9.70 in New York but reacted to 9.85 yesterday afternoon. The market for fabrics is by no means dull but there is in it every evidence of anxiety on the part of merchants throughout the country, which brings in quite a good many cancellations. One difficulty is in getting the precise kinds of goods that are wanted, for the scarcity of dyestuffs is greater than ever. Dyes which formerly sold at 16 cents a pound are now held at \$1.30. New Bedford, which has had much bad luck in the past few years, is now rejoicing over more active looms than ever before in its history. This is particularly interesting in view of the fine quality of the goods manufactured. Economy has not struck very heavily on the class of people that use the products of the New Bedford works. The export trade is fair, considering all the circumstances, but the value of domestics shipped from the port of New York thus far this year is only \$7,499,133 against \$9,126,330 the corresponding period of last year. Wool is in good supply compared with the situation of a few weeks ago, but prices are fairly well maintained.—Economist.

In the official statement of the German Embassy at Washington, notifying Americans that they are about to be deprived of the pleasure of Dr. Dernburg's company, it is impossible not to suspect a lurking satisfaction. Of course, care is taken to say that Dr. Dernburg's withdrawal is purely "voluntary," but one gets the impression that the Embassy is not pressing him to stay. In the nature of the case, his presence and activities here can hardly have been agreeable to the official representatives of the German government. The very ambiguity of his status made a difficulty. He was "authorized" or "semi-official," when he chose to be, and when he pleased was merely a private citizen. Even to appear to be superseded, in certain functions, by such an elusive gentleman must have been irksome to the Embassy. The final straw was Dr. Dernburg's rash and unfeeling defense of the sinking of the Lusitania. If he ever had any usefulness in this country, it was instantly destroyed by the infamous manner in which he condoned the wholesale murders committed in the name of the Kaiser.

Fred M. McNamara, for several years manager of the Great Atlantic and Pacific Tea company store, has engaged in the grocery business for himself at 427 Jefferson avenue.

Find Loopholes in Trading Stamp Law.

Battling in the courts with regard to trading stamps is by no means solely an Eastern pastime, but appears to be equally active in the West. Most of the anti-trading stamp laws now on the statute books are patterned in general after that enacted in the State of Washington, and now pending before the United States Supreme Court on appeal from the State courts of Washington. It will be fought by retail merchants generally, who have contributed a fund for the purpose, through the National Retail Grocers' Association.

While this test of the statute is waiting, however, the law in Indiana, which follows substantially the same lines, has been suspended in its operation through an injunction, granted by Judge Baker of the Federal Court at Chicago. It appears that the Home Merchants' Trading Stamp Association of Louisville, Ky., sought an injunction in the Indiana courts, but was thrown out of court because it had not complied with certain legal essentials concerning foreign corporations. While the Indiana merchants were chuckling at this state of affairs, the trading stamp company slipped into Chicago and persuaded the Federal Court to grant the desired injunction.

Indiana Attorney General's Opinion. Concerning this law, which was to have gone into operation on the first of the month, the Attorney General of Indiana has given the following "unofficial" opinion:

"This act became a law without the signature of the Governor, and, in my opinion, it does not affect or apply to manufacturers of products who use stamps and coupons to aid the sale of the products manufactured by them, nor does it apply to the retail merchants who sell direct to consumers.

"In my opinion the law applies only to those persons, firms or corporations who sell or furnish for use in, with or for the sale of any goods, wares or merchandise, any trading stamps, coupons or other similar devices, particularly described in said act, which are given free with the purchase of any goods or exchanged for any labels or trademarks of manufactured goods and redeemed for money, premiums, or other values by individuals or corporations organized for the purpose of such redemption and who are not manufacturers of products for which they are given or exchanged.

"Any person, firm or corporation selling or furnishing any such trading stamps or other similar devices shall, before selling, or furnishing the same, procure, for each store or

place of business in that county in which such stamps and devices are to be sold, a license and pay for each of said licenses a fee of \$1,000 to the county treasurer who shall grant a license for one year. Said fee so paid to be for the use of the county where paid.

"The penalty for the violation of any of the provisions of said act upon conviction is a fine of not less than \$500 nor more than \$1,000 or imprisonment in the county jail for a period not exceeding one year, or either or both, within the discretion of the court."

Roasters to Push Use of Iced Coffee.

Along the line of promoting sales of coffee in new directions the National Coffee Roasters' Association is urging its members to join in distributing display cards for retailers, suggesting the adoption of iced coffee as a popular summer beverage. The cards are to be lithographed in natural colors, and members are urged to subscribe for and circulate them by the thousand among their customers. Discussing the psychology of the plan, the circular of Secretary Toms says in part:

"It is a matter of only a generation ago that iced tea was regarded as a novelty and a fad, and we believe that through diligent and emphatic effort we can persuade the consumer to give a fair trial to this same method of serving his coffee and that a general introduction of it into the homes of the land would produce the most satisfactory results to all concerned. Iced coffee is now being served to a great many people and is by them preferred to other beverages; why not make the preference general? We recommend that you direct your salesmen to agitate the subject and to preach this doctrine vigorously to your customers."

Larkin Co. Is Called.

Out of twenty-two peanut factories who ship their product into Kansas the Kansas State Board of Health passed on every one except the Larkin Co. of Buffalo, N. Y., which was found to be one tenth less in weight than what it was being sold for. This is one case where a lot of people think they are saving money, when in reality they are losing it. In selling goods it is just as necessary to watch the quality and the weight of them as it is the price. In case above mentioned, the Larkin Co. was selling what was supposed to be 12 ounces glasses of peanut butter but the examination showed only 10.9 ounces. We suppose the 1.1 ounce held out enabled them to give away a rocking chair as a premium.—Scott City News.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, May 17.—Learn one thing each week about Detroit: Four shops in Detroit produce a great amount of fraternity jewelry of the highest type from pure metals.

James Gunn, of Cherry Hill, was in Detroit last week on a business trip in the interest of his general store.

Wm. Moeller, 490 Lincoln avenue expects to move into his new building, a few doors from the present location, this week. Mr. Moeller carries one of the largest stocks of dry goods and furnishing goods outside of the down town district.

Charles Welker, department manager for C. Elliott & Co., is covering the territory of Ed Reynolds, who has gone to California for a short vacation. He will visit the exposition while on the trip.

Ladd J. Lewis, Sr., President, and Ladd J. Lewis, Jr., Vice-President of the Adrian Knitting Co. were in Detroit last week, in consultation with their local representative, S. C. Pungs.

Much as a man dislikes to give his wife the credit due her, he is always ready to admit that she used excellent judgment in selecting a husband.

Owing to greatly increased business that necessitated the securing of larger quarters, the Polack Tyre and Rubber Co. has moved to 605 Woodward avenue. D. G. Rockwell is in charge of the local branch.

Our pathetic appeal of last week for news items looked for a time on Sunday as if it had the desired effect. We received two telephone calls—both had gotten the wrong number.

After inspecting some of the counties that were recently dried up by popular vote we have decided that many now have the liquor business on the hip. Our greatest difficulty is to find out on whose hip it is.

The J. C. Wilson Co. will utilize the plant covering 36,000 square feet, at the corner of Warren avenue and Fifteenth street, for the manufacture of the new Wilson half ton motor truck. The officers of the J. C. Wilson Co. are: J. C. Wilson, President; Stanley Wilson, Secretary and Treasurer; G. A. Freeman, Purchasing Agent, and G. E. Porter, Engineer. The Wilson Co. has been engaged in business in Detroit for a number of years, having been experimenting on a motor truck for the past two years. The announcement of its intention to engage in the manufacture of these vehicles is the result of the experiments.

R. Holland, general merchant at Inkster, was a Detroit business visitor last week.

Members of Cadillac Council were put through the paces by the lodge drill master, A. G. McEachron, last Saturday and taught many of the rudiments of military drilling. No, dear reader, not in anticipation of war, but merely to "show up" their brother travelers at the U. C. T. convention in Lansing next month.

There are many things that Detroiters can point to with pride in this city and occasionally there are things that cause the blush of shame. To those who are fortunate enough to call Detroit their home it is unnecessary to call attention to the fact that the street car system and service is on a par with most cities and above that of the average city in the United States, while the rate of fare (7 tickets for 25 cents and 8 for 25 cents during rush hours) is below that of the majority of cities. Yet the Detroit News would have outsiders believe that the service is so poor that walking is preferable. No opportunity is overlooked to viciously attack the company through the editorial and news columns of the pa-

per. Right thinking citizens are disgusted to find as high as two or three editorials in a single issue throwing mud in huge chunks at the street railway company. The News advocates municipal ownership, but seems to be unable to wage a clean fight for it. The attitude of the paper is unpatriotic and does Detroit a great deal of harm in advertising the city to the outside world. The world admires a clean fighter and the News, by its mud slinging tactics, is daily making enemies for municipal ownership of those who formerly were its advocates. Yes, there are some things that Detroiters are ashamed of.

Fred Miller, department manager for L. H. Field & Co., Jackson, was in Detroit on a business trip last week.

You cannot always tell by looking at the ford how far it will junk.

We learn that the business men of Ludington are to decorate the business section of their town with flower boxes. Why not finish the job and sow grass seed in the streets?

The Detroit Valve and Fitting Co., manufacturer of plumbers and steam fitters' supplies, has announced its intention of erecting an addition to its plant which will increase its capacity 50 per cent.

Can anything be more ridiculous than many of the municipal ownership promises made by politicians and friends of the cause? In a speech made to the striking car men last week, John F. Dodge said: "It won't take six months or six days to settle a question. It will take six minutes." Meaning, of course, if the car lines were municipally owned. Who wants to trust their money and business with men who will settle all questions in six minutes? The above statement was printed in black-face type on the front page of the Detroit News.

A goodly sized crowd attended the meeting of Detroit Council last Saturday night, brought there by the knowledge that the work of the Council was to be carried on by officers of by-gone days, nor were any of the members present disappointed. Every officer carried out his work to the point of perfection—much better, we are loth to say, than it is done by many of the younger members in office to-day. The following members were initiated during the evening: Frank R. Meade, Berdan & Co., Toledo; W. L. Valade and Malcolm G. Valade, both local representatives for the Detroit Butchers' Supply Co. Frank Meade, one of the new members has been making his home in Detroit for the past year and calls on the local trade as well as that of adjacent suburban towns. Berdan & Co., the house he represents is one of Ohio's largest and oldest wholesale grocery establishments. During the time Mr. Meade has resided in the city he has made many friends and his acquisition to Detroit Council is, indeed, a fortunate one. He is making his home at 278 Fourth avenue.

One of the redeeming features of the strike last week to Mr. Lazyman was the fact that he couldn't go to work.

Speaking of our appeal for news items we are not averse to receiving them from West Branch, Ludington, Shelby or, in fact, any of Michigan's famous cities.

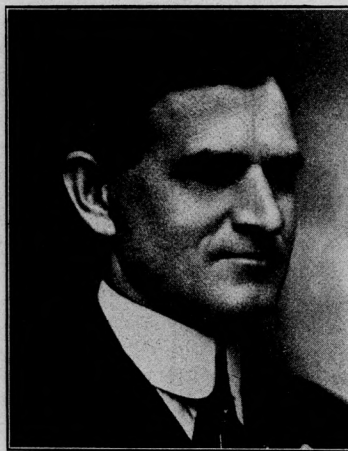
Another commercial traveler to become a member of the U. C. T. was Frank A. Pelley, who was initiated Saturday night for Akron (Ohio) Council. Mr. Pelley is working in Detroit, temporarily at least, representing the Beech Nut Packing Co., of Canajoharie, N. Y.

The House of Herbst, clothier on Woodward avenue, has leased the entire second floor of the new Sallan building, now in process of construction at the corner of Woodward avenue and State street. When opened

for business in its new quarters the concern will have one of the most up-to-date clothing stocks in the city.

W. C. Weed, proprietor of a men's furnishing goods store at 312 Fort street, and at one time in the dry goods and furnishing goods business at 2260-62 Gratiot avenue, has purchased the stock or dry goods and furnishing goods of W. J. Hubbard & Co., 1117 Third avenue. Mr. Hubbard has purchased the interest in the department store in Dowagiac owned by Geo. Little. Mr. Little also owned a dry goods store in Wyandotte, which he disposed of recently.

Nothing gives the writer more pleasure than presenting for the perusal of the Tradesman readers a few facts that were gathered regarding Howard B. Jickling, the star salesman for Morley Bros., of Saginaw. Howard is a native of Kalamazoo and, despite the fact that the city became a parched center recently, he still retains an affection for the scene of his youthful capers. He was born in October, 1873, and from the beginning was a quiet, studious youngster. He graduated with honors from the Kalamazoo high school and at once took up a course at the



HOWARD B. JICKLING

business college. After graduating from the business college, Howard secured his first position with Edwards & Chamberlain, hardware dealers. Apparently he did not take well to this work as he only remained with the firm for twelve years. Like many others he became imbued with the idea that the traveling man's life was the life for him and, being a man of good appearance and address, one William Shakespeare, of Kalamazoo, dealer in sporting goods, gave Mr. Jickling an opportunity to demonstrate his ability as a real commercial traveling man. His success from the start was phenomenal. He remained with the house of the distinguished name for three years, leaving it to take the position he now holds with Morley Brothers. He has been with them now for eight years and, as before mentioned he has the reputation of being their star salesman. Thirteen years ago Mr. Jickling married Miss Belle Landon, the sweetheart of his boyhood days and one of Kalamazoo's most popular young women. Their marriage has been blessed with a daughter, Pauline, now 13 years old and the apple of her daddy's eye. Five years ago the family moved to Detroit. Howard is an active member of Cadillac Council and was elected Sentinel at the last election of officers. This is but a preliminary step to the highest office in the Council and who knows but the order itself. None better fitted than Howard B. Jickling has ever headed it. Howard is a fishing enthusiast and an ardent autoist. These are his hobbies. In conclusion, we have this to say of him: His earnest, honest and pleasing person-

ality has won for him hosts of friends. His is not the spasmodic or sporadic popularity that lasts for a day. Like good wine he improves with age. Even his wife admits he is the best ever and we claim that is pretty good proof, but then if you wish we can furnish plenty more.

Bandits recently entered the drug store of F. A. Houp, 329 Michigan avenue. Before Mr. Houp, who is 60 years old, was aware of their presence, they pounced on him and proceeded to beat him mercilessly. But for the entrance of pedestrians he might have received serious injuries. The robbers escaped without taking any loot with them.

I. Kosicheck, member of the firm of Charles Goldsmith & Co., wholesale clothiers has purchased the business of G. W. Needel & Co., credit clothing parlors at 19 State street.

O. F. Weber, one of the best known automobile men in the country, having been connected with the business since its inception, has been appointed assistant general manager of the Maxwell Co.

J. Edwin White, better known as just plain "Ed" to his many friends, is either very timid, superstitious or very dubious as to just what length the Germans will go to "get" an Englishman. He positively refuses to cross Lake Michigan because he fears the boat will be torpedoed. Ed represents the Welch and Wilmarth companies of Grand Rapids, manufacturers of clothing cabinets, store fixtures and show cases, and is an expert himself in that line of work.

We always claimed that Detroit was not lacking for speed. The writer left the house at 10:30 last Sunday and arrived at the depot at 9:45. This is possible for anyone who lives in this city. It's all in looking at the different times.

Sunday, May 16, Detroit adopted Eastern Standard time, as did many of the adjacent cities, including Pontiac and Wyandotte. The interurban lines all adopted the new time, but the railroads all stick to Central Standard time. It behooves every traveling man to remember this when in Detroit, because a lapse of memory on this subject may mean the missing of a train or will bring one down to the depot an hour ahead of time—it all depends on the man's thinking capacity.

Mr. Bower, department manager for the Millethaler Co., Harbor Beach, was in Detroit on a business trip last week.

The Telephone Co. asks permission to use the meter system on its telephones in Detroit. When one listens to some of the "gas" going on over the phones they will agree that a meter is needed.

Count among Michigan's antiquities Luke Fullington, of Cedar Springs. Luke has operated the dray line so long in that village that the oldest inhabitant cannot remember when he began. He is noted for his mellow and perfect mode of speech and, incidentally, is one of the really good men who has won the respect and friendship of hosts of traveling men and others.

Sol Berman, 54 Woodward avenue, is opening a branch store at 119 Woodward avenue. The store is remarkable in that although the frontage consists of 15 feet, it is remodeled in such shape that to the average observer it appears like a 30 foot front. It is known as a multiple front and its construction is, indeed, remarkable, as it almost presents an optical illusion. At a later date we hope to have a picture of the building reproduced in the Tradesman, as it will, no doubt, interest many merchants about the country. The furnishing goods department has been leased to the Niman Bros., Max and Harold, two hustling young men with

worlds of experience. Harold was connected with E. M. Rothman for a number of years and Max likewise served the Crowley-Milner Co. Mr. Berman will retain the clothing section of the store, which will be fitted up with modern fixtures.

Trout fishing must be very poor in Michigan. At least no one has sent us a mess.

Max Sable, with the Reliable Safe & Lock Co., of Covington, Ky., has been working in Cleveland the past few weeks and reports a successful business in that city. When in the city Mr. Sable makes his headquarters in the Avenue theater building.

James Jonas has severed his connection with S. Blumenthal, on Woodward avenue, and is representing the Melvin Sign Co. as special city representative. Jimmie has many friends and acquaintances in the city and should be successful in his new line of endeavor.

Italy appears at this writing to be prepared to take the plunge with all faucets turned on.

The Timken-Detroit Axle Co. has let contracts for an addition to its factory building on Clark avenue and the Wabash Railroad.

C. N. Allen, general merchant of Dryden, was in Detroit last week on a business trip.

The Moritz-Mullen Co., Michigan distributor for the Signal truck, has moved its sales rooms to 650 Woodward avenue.

F. W. Tufts, former advertising manager of the Brush-Abers furniture store, has resigned and has joined the staff of the Banker-Martin Co.

Living in Italy at the present time, in a way, is not unlike married life, the difference being that the turmoil over there is temporary.

The Richardson Drug Co. has leased the store building at the corner of Seminole and Harper avenues.

N. E. Preston, of Garner, was a business visitor in Detroit last week, looking after the business for the dry goods section of his general store.

The Singer Sewing Machine Co. has leased one of the stores in the new Kresge building.

R. N. Nott, of Grand Ledge, well known locally because of his many trips to Detroit, was in the city last week on a business trip.

Moore & Co., art goods dealers, have leased store space in the new Rosedale theater building.

G. Young (A. Krolik & Co.), our regular semi-monthly and muchly worthwhile contributor, says that the fellows who spend the greater part of their time in front of bars stand a fair chance of spending a part of their time behind bars.

The P. A. Starck Piano Co. has opened a branch store at 274 Woodward avenue. Fred Stinson, one of the best known piano salesmen in the country, is manager of the new branch.

Mr. Niles, of Niles Bros., Armada, was in the city on a business trip last week.

Sometimes we think it is easier to fill a quart bottle with a pint of liquid than it is to fill a page in the Tradesman (with such as it is).

Our definition of home is a place where the screens need painting.

Arthur Trufit Brevits (Burnham, Stoepel & Co.) is not lacking when it comes to supplying Detonations with fillers. Quotes Arthur Trufit: A mark in Germany is 23 cents, but a mark for Germany will cost her a darn sight more than 23 cents.

L. B. Fast, well known in local automobile circles, has joined the sales force of the Oakland Motor Co., of this city.

Course you'll be in Lansing June 2, 3 and 4 to attend the U. C. T. convention. It's worth the trip to meet our esteemed co-scribe, H. D. Bullen.

Not everyone finds the U. S. A. a grand place to reside.

For instance, Dr. Dernburg, trouble breeder. James M. Goldstein.

Boomlets From Bay City.

Bay City, May 17. — Frank A. Ganse, Superintendent of the Bay City schools, will deliver a lecture at Mt. Pleasant May 21 before the annual convention of the Michigan Round Table, an organization composed of superintendents and principals of high schools in Michigan. Our Superintendent is a very interesting speaker.

James R. Tanner, F. W. Atkins and Hoyt Smart attended the wholesale grocers' convention at Jackson last week and carried with them an invitation to hold the next convention in Bay City.

John W. Rouse, formerly with the American Tobacco Co., now representing the Hastings Check and Acid Proof Ink Co., of Bay City, has been working the territory north of Bay City the past two weeks and reports a very satisfactory business.

Our genial Secretary, Wm. Sempliner, having decided to take a respite from the arduous duties connected with Bay Council, is spending a few days in Detroit, visiting his two sons. Mrs. Sempliner accompanied him.

J. A. Fox, of Kaufman-Baer Co., Cincinnati, has been visiting his customers in the copper district. Jim reports business in that section good and improving rapidly.

One of the busiest men in Iosco county is Jesse F. Sibley, of Taft (Siloam P. O.) a small station on the Rose City branch of the D. & M. railroad. Jesse not only conducts a general store, but is railroad agent, express agent and postmaster. He has charge of the telephone exchange, has a lumber and wood yard, also an eighty acre farm which requires considerable attention this season of the year.

Joslin & Rice, of Rose City, have sold their hardware stock to W. H. Stark, who will continue the business at the same location. The farm implement part of the business was retained by them and will be conducted as heretofore.

W. R. Campbell, who has engaged in general merchandise at Pine River for several years, and later conducted a garage at Evart, has purchased the F. J. Gantz general stock at Prescott. He is giving the interior of the store a thorough cleaning and repainting, which was badly needed. Prescott is a good business town and Mr. Campbell has not made a mistake in locating there.

John Henning, representing the Runkel Chocolate Co., has returned from a two weeks' business trip in the Upper Peninsula. John is one of the boys who always gets his share of the business.

At a special meeting of Bay Council, held Saturday afternoon, two candidates were added to its membership—W. C. Vandrey, of Bostwick, Braun & Co., Toledo, and Graham E. McKay, of C. B. Chatfield & Co., Bay City.

The opening of the new brick hotel at Au Gres last week will be welcome news to the traveling public who have occasion to visit that busy little town. Since the fire a year ago which destroyed the Harman House, the town has been without hotel accommodations. The New Au Gres is a modern hotel, steam heated, and will be up-to-date in every respect. B. K. Blackenbury, an old hotel man, is proprietor. W. T. Ballamy.

Factory Location Wanted

Manufacturing concern having a well established business would consider a change of location, a factory building with about 20,000 feet of floor space and wood working machinery is desired. Address Opportunity, care Tradesman.

THE OPENING OF
Ramona
Saturday, May 22

RAMONA THEATER

In Ramona Theater this season the best Vaudeville obtainable will be presented, the same high standard of refined entertainment will be maintained that has made this theater so popular with all Grand Rapids and vicinity. Opening show starts Sunday Matinee, May 23.

RAMONA DANCING CASINO

Again under the management of Mr. and Mrs. Frank Harris Peak of Chicago. Many new and novel innovations are in store for patrons of this properly conducted ballroom, including instruction nights each week under the personal direction of Mr. Chandler Peak. Special feature evenings weekly, prize contests and some real surprises are promised.

RAMONA DERBY RACER

This wonderful ride has been slightly remodeled to make the sensational, exciting, enervating ride of last year even more enjoyable than before. Careful management has insured the popularity of this thrilling mile "race through the clouds."

RAMONA CAROUSAL

This pleasing diversion of the youngsters is very dear to them and Grand Rapids "kiddies" will this year find their favorite "jumpers" spick and span and ready to "go-a-galloping" to the strains of some wonderful new music.

RAMONA CIRCLE SWING

A ride out over the lake in a miniature air-ship, a splendid view of the surrounding landscape and a soothing return to earth is most enjoyable in warm summer weather.

RAMONA PONY LIVERY

A ride on a real live pony is justly due every boy and girl, and at Ramona Pony Livery this may be enjoyed in safety and under personal direction of Miss Ada Summerville, champion horsewoman of the world.

RAMONA'S CIRCLE

Around the Circle Way may be found many new and interesting devices including the new "Play Ball" game, Ten-Pinnet, European War Game, the Trolley Lunch, etc., as well as the best of the old—Photo Gallery, Japanese Bazaar, Lowney Booth, Novelty Booth, Casey's Flats, Electric Striker, Batting Machine, Fish Pond, Shooting Gallery, etc.

RAMONA MINIATURE RAILWAY

Starting from the miniature Railway Station the trip will be made to "The Rocky Gulch" through which the train passes into "The Fairy Grotto" where a stop is made that passengers may view the wondrous scenes therein. A most delightfully pleasing trip for the youngster.

RAMONA TEDDY BEARS

Of course the Ramona cubs will be in their accustomed place—only they will be new ones and the "tiniest" ever seen at Ramona before, but just as ready to be your friends.

RAMONA'S STEAMBOATS

Launches, rowboats, fishing, swimming, in fact all the water sports will again be featured and everything is in first-class shape.

SPECIAL ANNOUNCEMENT

**Diamond's Dick's Congress of World's Western Champions
40 of Them**

MOST ELABORATE OUT-DOOR SHOW EVER STAGED AT RAMONA
The Largest Array of Champions Ever Assembled in Any Arena, Including

- "BEE-HO" GRAY—The Champion fancy and trick roper of the world.
- MONTANA EARL — Champion trick rider of the world.
- JACK MORRISSY—Stockwhip and Rifle champ. Australian champion flat saddle rider.
- JOHNY MULLEN—Steer roper and broncho rider. Runner up for first money at Calgary.
- LEONARD McCOY — Champion steer bull dodger and fancy roper.
- JIM KENNEDY—Champion Roman trick rider and rope spinner.
- FLORENCE LADUE — World's champion trick roper. Holder of the gold medal.
- ADA SUMMERVILLE — World's champion lady horse trainer.
- DOLLIE CLARK—Trick and fancy rider.
- MARY BILBERT—Fancy and trick rider.
- FERN KENEDY—Fancy and trick rider.
- IKE LEWIN—Champion cow-boy rider of the world.
- CHIEF "BAD HOSS" and his tribe of Sioux Indians, Champion rider of the world.
- BRIDLE BILL SELLMAN—A renowned trick and fancy roper and trick rider.
- RAY DA COTA—Trick rider and roper.
- Russian Cossacks, Cowboys, Cow-girls, Indians, Mexicans.

A SPECIAL FEATURE—The only two wrestling Shetland ponies in the world, almost human performance

Wild horses, cow ponies, high school horses, wild steers and wild calves. A real "Wild West" entertainment by a real "Wild West" aggregation, doing everything that has been done or attempted in shows of this kind. A good, clean, instructive entertainment of surpassing merit.

Daily at Ramona's New Arena, 2:30 and 8:30 P. M.

SCOUTS' SPRING REUNION

Boy and Girl Scouts in their First Annual Spring Reunion including a downtown "hike," a basket picnic, a visit to all Ramona's concessions, and an entertainment by the Scouts in Ramona Theater, which will be free to all. "The Scouts are to be reckoned with—this spring reunion will be a tremendous success."

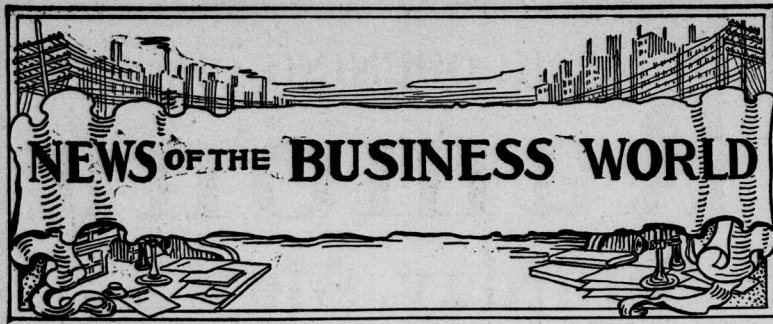
BALLOON RACE

Thrilling Race to the Clouds by two daring airmen in monster balloons.

DAYLIGHT FIREWORKS

A wonderful exhibition of this spectacular novelty.

**NOW THEN—All this happens on Ramona's
Opening Day Saturday, May 22**



Movements of Merchants.

Custer—Deward Beadle has engaged in the meat business.

Newaygo—Kaplon & Fisher have opened a clothing store.

Freeland—J. B. Borden has opened a harness and shoe repair shop.

Flint—David Stock has opened a clothing store at 516 South Saginaw street.

Copemish—C. C. Bigelow is erecting a grain elevator containing 7,000 feet of floor space.

Benton Harbor—J. N. Osborne & Son have opened a grocery store on Pipestone street.

Scottville—Miller Bros., of Ludington, succeed Knowles & Son in the produce business.

Kingston—William Burman has opened a bakery and ice cream parlor in the Hatton building.

Dimondale—Earl M. Miller succeeds A. L. McNall in the bakery and restaurant business.

Lapeer—C. F. Hatch has opened an electrical supply and fixtures store at 32 Howard street.

Gwinn—Burglars entered the Gwinn Pharmacy May 8 and carried away stock valued at about \$400.

Merrill—W. I. Biles, formerly of Saginaw, has engaged in general trade in the McCauley building.

Fountain—Reek Bros., hardware, lumber and produce dealers, are erecting a warehouse 48 x 80.

Hastings—C. M. Lamphere has closed out his stock of electrical supplies and will retire from business.

Battle Creek—William J. Donald has opened a confectionery and cigar store on South Jefferson avenue.

Bellaire—N. A. Harper has again taken possession of the Home bakery and will continue the business.

Vermontville—LeRoy Beck has sold his grocery stock to Arthur H. Allen, who will continue the business.

Muskegon Heights—Hulka Bros. have opened a grocery store at the corner of Sherman boulevard and Eighth street.

Mendon—Glover E. Laird has sold his meat stock and fixtures to the former owner, G. A. Royer, who has taken possession.

Cadillac—Victor Roussin has purchased the drug stock of the Cadillac Drug Co. and will continue the business at the same location.

Midland—Cash Stanford and Frank Mathieu have formed a copartnership and engaged in the heating and plumbing supply business.

Lake Linden—Charles Fink, confectionery and fruit dealer, has opened a branch store at the corner of Calumet and Center streets.

Imlay City—M. G. Cornell has sold

his stock of bazaar goods to S. E. Erb, formerly of North Branch, who will continue the business.

Rogers—Ed and Frank O'Callaghan, of Alpena, have leased the Uhl store building and will occupy it with a stock of drugs about June 1.

Cheboygan—Duffin & Durand, successors to the Glover Co., dealer in dry goods, have opened the store, recently rebuilt and decorated.

Sparta—Ingersol Bros., who conduct a general store at Ingersol Corners, have sold their stock to Fred Morningstar, who has taken possession.

Kingston—George Moshier has purchased the bakery and confectionery stock of S. D. Gowan and will continue the business at the same location.

Tustin—Royal Beckwith has packed up his stock of bazaar goods preparatory to shipping to some other location as soon as he finds a desirable one.

Holland—Peter J. Zalsman is closing out his stock of second-hand goods and has sold his three-story business block to John Gardella, of Grand Rapids.

Mesick—Joseph Hirschman has closed out his stock of general merchandise and will re-engage in a similar business as soon as he finds a suitable location.

St. Joseph—Joseph Bodjack and Julius Brunner have formed a copartnership and engaged in the dry goods business under the style of Bodjack & Brunner.

Allegan—Lynn A. Cook has taken over the interest of his partner in the Cook & Cosier drug stock and will continue the business under his own name.

Saranac—Dr. L. S. Weaver has sold his drug stock to A. E. Faxon, who has been prescription clerk for Mansfield Bros., of Otsego, for the past three years.

Battle Creek—J. M. Tuttle is erecting a store building at the corner of Lake avenue and Bidwell street and will occupy it with a stock of groceries about June 15.

Benton Harbor—A. H. Wiggins has sold his interest in the Battlement Drug Co. stock to his partner, Benjamin J. Butzbach, who will continue the business under the same style.

Onsted—The Onsted Co-Operative Association has been organized and will conduct a co-operative mercantile business, with an authorized capital stock of \$15,000.

St. Louis—W. D. Iseman has sold his undertaking and furniture stock to G. R. McDonald and C. A. Rehle, who will continue the business under the style of McDonald & Rehle.

Homer—George E. Bangham, who has conducted a drug store here for the past twenty-five years, has sold his stock to C. W. Parker, of Cheswick, Pa., who will continue the business.

Adriar—The Standard Merchandise Co., of Cleveland, Ohio, has purchased the E. C. Martin dry goods stock and will continue the business under the management of John Stark.

Detroit—The Kopatz Plumbing & Heating Co. has been organized with an authorized capital stock of \$2,000, of which amount \$1,220 has been subscribed and paid in in cash.

Port Huron—The Henson Clothing Co. has been organized with an authorized capital stock of \$4,000, of which amount \$2,500 has been subscribed and \$2,000 paid in in cash.

Detroit—The Marlborough Pharmacy has been organized with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$2,000 paid in in cash.

Essexville—The Alcona Fish Co. has been organized with an authorized capital stock of \$16,500, all of which has been subscribed, \$4,500 paid in in cash and \$12,000 in property.

Lakeview—N. H. Youngman, dealer in furniture and hardware, has admitted to partnership his sons, Leach and Clef-ton, and the business will be continued under the style of N. H. Youngman & Sons.

Muskegon—Edward N. Spliedt has purchased the drug stock of the late C. B. Braden and will continue the business at the same location, 351 Washington avenue, under the style of the Viaduct pharmacy.

Rochester—Tienken & Case, hardware, plumbing and real estate dealers, have dissolved partnership. William Tienken will continue the plumbing and real estate business and C. W. Case the hardware business.

Beaverton—Frank Kunzie, of the Kunzie Hardware Co., has purchased the interest of L. Burt in the Woodward & Burt implement stock and the business will be continued under the style of Woodward & Kunzie.

Iron Mountain—The Capestrano Mercantile Co. Ltd., general department store, has been organized with an authorized capital stock of \$2,500 of which amount \$2,100 has been subscribed and paid in in property.

Collins—Bubee & Eager, whose stock of general merchandise was completely destroyed by fire April 29 will conduct their business in the Keefer store building until the completion of their store building on the site of the burned structure.

Detroit—The three-story brick building at 36 Broadway, has been leased for five years by the Wiley & Dixon Chandelier Co. The property, with a frontage of 20 feet and a depth of 100 feet, adjoins the McDiarmid Candy Co., who hold it under a long lease.

Hastings—C. E. Harvey, D. C. Bronson and E. F. Bottom have formed a copartnership and engaged in the drug business at the corner of State and Jefferson streets, under the style of the Hastings Drug Co. The store will be under the management of Mr. Harvey.

Muskegon—The Magoon & Kimball Co., dealers in coal, wood and ice, have merged their business into a stock company under the style of Magoon, Conger & Swanson Co., with an authorized capital stock of \$5,000,

of which amount \$3,000 has been subscribed and paid in in cash.

Six Lakes—P. R. & S. M. Dinsmore have sold their private bank, recently established at Six Lakes to Orr & Co., their competitors. The two banks were established the same week and there has been a merry fight on for supremacy. That the field was too small for two banks was admitted from the start.

Owosso—The Grand Trunk Railway sued the Owosso Sugar Company to collect demurrage charges of \$54. The Sugar Company put in a counter claim of \$500 for the cost re-refining sugar which was damaged by the cyclone Nov. 11, 1911. A jury in the Circuit Court gave the Sugar Company a judgment of \$500 and allowed the railroad's claim of \$54. The car was on an Ann Arbor railroad sidetrack on the night of the cyclone and the Grand Trunk claimed that as it had not been delivered to its track it was not liable.

Detroit—A number of complaints have recently come to the Adcraft Club of Detroit, as well as to the Governor of Michigan, calling attention to the "pure advertising" law which went into effect in the 1913 session of the Legislature. Not one investigation has been made, although numerous complaints have been made against concerns whose advertisements bore every evidence of untruth. Among the offenders of the law referred to have been two piano concerns, two ready-to-wear and several furniture installment houses.

Manufacturing Matters.

Allegan—Baker & Co. are erecting an addition, 70 x 90, to their furniture factory.

Kalamazoo—The Riverview Coated Paper Co. is erecting two additions to its plant.

Ionia—John McKendry has opened the creamery he has just erected at 355 State street.

Detroit—The Signal Motor Truck Co. has increased its capital stock from \$60,000 to \$85,000.

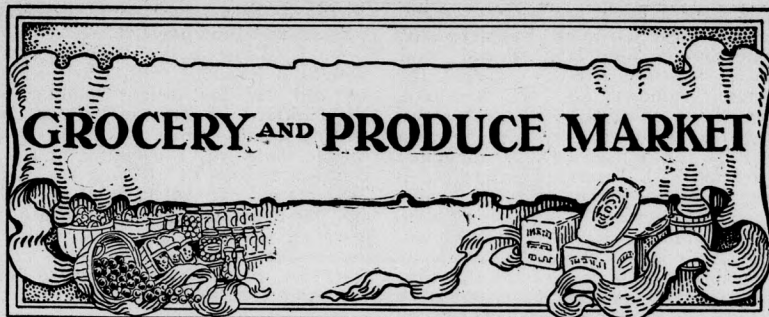
Ionia—J. Hale & Son have completed their new flour mill and will open it for business about June 1.

South Haven—Funk & Merrifield, wood and coal dealers, have erected a feed mill which they will operate in connection with a retail feed and produce store.

Detroit—The plant of the Detroit Body Co. will be sold at auction Saturday by the Security Trust Co., trustee in bankruptcy. The plant and equipment have been appraised at about \$235,000 and the trustee has already received one offer of \$170,000.

Detroit—The Brown Metallic Products Co. has been organized to manufacture and sell metal goods, specialties, supplies, fixtures, etc., with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Detroit—The Maximotor Co. has been organized to manufacture and sell power generating machinery and power driven conveyances, with an authorized capital stock of \$60,000, of which amount \$30,000 has been subscribed and paid in in property.



Review of the Grand Rapids Produce Market.

Apples — Roman Beauties and Winesaps command \$2.50 per box.

Asparagus—\$1.50 per box of 2 doz.

Bananas—The price is steady at \$3.75 per hundred pounds. The price per bunch is \$2@3.

Beets—60c per doz.

Butter—Receipts are increasing, and so is the demand. The quality of butter is fair and will continue to improve as the season advances. The market is steady at a decline of 2c for the week. Perhaps conditions will remain as they are for another week, when the receipts will start to increase and prices will probably decline somewhat. Fancy creamery is quoted at 25½c in tubs, 27c in prints. Local dealers pay 21c for No. 1 dairy, 16c for packing stock.

Cabbage—\$3.50 per bbl. for new from Texas.

Carrots—65c per doz.

Celery—\$1.75 per case of 3 to 4 doz. for Florida; 60c per bunch for California.

Celery Cabbage—\$2 per doz.

Cocoanuts—\$4 per sack containing 100.

Cucumbers—\$1 per dozen for hot house.

Eggs—Receipts continue liberal. The consumptive demand is about as usual for the season and the bulk of the receipts are going into cold storage. Present arrivals show very good quality and the market is very healthy and gives no sign of any material change. Local dealers are paying 18c this week.

Grape Fruit—\$3@4 per box.

Green Onions—Silver Skins, 15c per doz.; Evergreens, 12½c.

Honey—18c per lb. for white clover and 16c for dark.

Lemons—Californias and Verdellis, \$3.50@4.50.

Lettuce—Southern head, \$1.85 per bu.; hot house leaf, 12c per lb.

Nuts—Almonds, 18c per lb.; filberts 15c per lb.; pecans, 15c per lb.; walnuts 19c for Grenoble and California, 17c for Naples.

Onions—Spanish \$1.50 per crate; Texas Bermudas, \$1.50 per crate for either white or yellow.

Oranges—Navels are steady at \$3 @4.

Oyster Plant—30c per doz.

Peppers—60c per basket for Southern.

Pieplant—3c per lb.; 85c per box.

Pineapples—\$2.40 per crate for Cubans.

Plants—Tomato and cabbage, 65c per box of 200; pepper, 90c; flowering plants, \$1.25.

Pop Corn—\$1.75 per bu. for ear, 4c per lb. for shelled.

Potatoes—Old are in fair demand

at 38@40c per bu.; new Bermudas, \$2.50@2.75 per bu.; new Floridas, \$2.50 per bu. or \$6 per bbl.

Poultry—Local dealers pay 15c for fowls; 10c for old roosters; 10c for geese; 14c for ducks, 14@15c for No. 1 turkeys and 10c for old toms. These prices are 2c a pound more than live weight.

Radishes—25c for round and 30c for long.

Strawberries—24 quart crate, \$2.40 for Tennessee and \$2.65 for Louisiana.

Tomatoes—75c per 5 lb. basket for Southern.

Turnips—50c per doz.

Veal—Buyers pay 7@11c according to quality.

The Grocery Market.

Sugar—There have been fractional fluctuations in raw sugar during the week, but the market is now fairly firm, owing to a rumor that some sugar would be bought for foreign trade. The active season in this country for refined sugar is approaching. June being a time of large consumption, the preserving of small fruits and berries calling for large supplies, the same being true of the manufacture of ice cream and soft drinks incidental to the hot weather. Refiners expect to have their hands full once the spurt starts in, and with contracts on their books for weeks to come there is no incentive to shade the 6c price quoted in all circles. From all indications the year will be very remunerative, although of course the Cuban planter will reap the chief benefit through prevailing high prices, which are 160 points above the level of 1914.

Tea—The Japan market is becoming more active, with prices for the new first crop slightly higher than last year. The season is about ten days late, owing to the cold weather and insect damage, but the quality of the crop now being picked is fully equal to last year. The advance in ocean freights makes the laid down cost about ½c higher. Formosa remains about the same, holding strong under increasing demand from all quarters. The China markets are expected to open this week. Strong prices in sympathy with other kinds are expected. Ceylons and Indias are unusually high owing to scarcity and high rates for tonnage.

Coffee—The market is about unchanged for the week, although the advices from Brazil are not especially strong. Spot Rio and Santos are in fair demand if the quality is good. Poorer qualities are quite dull and heavy. Perhaps purchases could be made a shade under a week ago. Mild grades are about unchanged and in

small request. Java and Mocha grades are unchanged and quiet.

Canned Fruits—Apples are cheap and dull. California canned goods are moving to some extent on spot at prices below the cost of production. This applies particularly to peaches. The expectation is for a very large crop of California fruit this year. Small Eastern staple canned goods are all unchanged and in light demand.

Canned Vegetables—While holders of spot tomatoes, especially unlabeled stock, are firm in their views buyers show little disposition to meet them and little business for immediate delivery is being done. The weakest point in the spot tomato situation is in No. 10s, which seem to be entirely neglected and urged for sale in spite of the fact that spring demand from the hotel trade is due and ought to absorb a good deal of the available supply. A fairly active demand is noted for low grade peas, but buyers are reluctant to meet sellers' views and business is comparatively light. Some large sales of strictly standard Western stock were said to have been put through last week, but the particulars were not disclosed. Some of the stock was said to be even better than extra standard, but this was a special deal on the part of a holder in need of ready money and could not be accepted as a criterion of the general market. Most holders of standard Western peas are asking full quoted prices. Medium and finer grades of peas are quiet, but prices are maintained on the basis of previous quotations. In the other lines trade is slow and prices are more or less nominal. Corn is without change.

Canned Fish—Advices from Eastport state that the run of sardines is light, but demand is moderate, and while the tone of the market is firm prices show no appreciable change. Imported sardines are firm, under limited stock and uncertainty as to future supplies. Salmon is quiet and on the lower grades irregular, although on chums the feeling is reported to be firmer. Red Alaskas and medium reds are somewhat nominal. Other canned fish are inactive with prices more or less nominal.

Dried Fruits—In California prunes the tone of the market is firm owing to comparatively light and well concentrated stock. However, the consuming trade is not buying anything more at present than is absolutely needed. Apricots are dull and the market is easy. Peaches do not seem to be wanted here, and as there is understood to be a large carryover on the Coast, the tone of the market is easy if not actually weak. Except in Coast Sultanas, supplies of which are closely controlled and comparatively small, the market for Coast raisins of all descriptions is dull and nominal. Holders, however, and especially the so-called trust, are not inclined to shade quotations. The Associated Company is said to control the bulk of the stock and expects that the balance of the 1914 crop will all go into consumption before the new crop is ready. Imported

raisins get little attention, but, as supplies are small, prices are maintained. Currants are stronger owing to advance in freight rates and scarcity of steamer room in Greece. As to the coming crop, at last advices it appeared to be making favorable progress, but stocks remaining of the 1914 product in primary markets appear to be amply sufficient for the requirements of consuming countries for the balance of the season. Dates are quiet, with a firm feeling in Sairs, which are in light supply, but stocks of Hallowees and Khadrawees in bulk are ample, and the market for them is nominal under a limited demand. Figs in bags are firm, but stocks of layers, although small, are getting little attention, and under pressure to sell from some quarters the market is rather easy.

Rice—There is no weakening in prices, as the statistical position of the article is good, the supplies in the South being only sufficient to carry through the season until the new crop moves. It is expected that a larger acreage of Blue Rose will be planted this year.

Cheese—The market is firm and unchanged, with a light local consumptive demand. Considerable cheese is being sold to exporters, which is the principal reason why the market is ruling higher than usual at this season. As long as the export demand continues, the market will be firm.

Rope—Both manila and sisal show advances, as well as some of the galvanized ware lines of goods. Sisal clothes lines are being sold at 5 to 10 cents per dozen higher. Manila rope is 1c per pound up. Galvanized tubs and pails have gone up 15 per cent. As to the latter this may be only a start, for manufacturers seem to regard several products not yet what they are costing considering advances in raw product tariffs.

Provisions—Smoked meats show an improvement in the consumptive demand and an advance of about ¼c per pound. Both pure and compound lard are in light demand, with prices steady and unchanged. Dried beef, canned meats and barreled pork are showing a better consumptive demand at about unchanged prices.

Salt Fish—The market for mackerel is looking up somewhat. No. 2 Norways are particularly scarce and quotations are about \$1 per barrel higher than they were a short time ago. The demand is not large. There are plenty of mackerel in the country of all sizes, but a good deal of the spot stock is of poor quality, and buyers will not take it. Cod, hake and haddock are quite dull and unchanged.

O. M. Falarski & Co., dealers in meats and groceries at 537 Stocking avenue and who also conduct a meat market at 802 Michigan avenue, have merged their business into a stock company under the style of O. M. Falarski & Co., with an authorized capital stock of \$6,500, all of which has been subscribed, \$1,500 paid in in cash and \$5,000 in property.

Few tips come to the waiter who sits down while waiting.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, May 17.—Herman Rath, one of our hustling lumber operators, lumbering near Tone for the past winter, has moved his camping outfit north of Kinross, where he is preparing for the summer's operation in the bark peeling business. Mr. Rath is a very successful lumberman who does not wait for the lumber market to show improvement before going ahead, but is one of the live wires who finds a market direct with the builders, which has made his venture a profitable one.

The first jitney bus appeared on the Soo streets last week, Andrew McMahon being at the head of the new venture. It was not started for the express purpose of relieving the heavy traffic, but will create much new business among many of the poorer class who can now be accommodated at a price within their reach and afford them an auto ride without necessitating their purchasing a machine.

"The time to swat the fly is before the fly rush is on."

J. J. Cronin, manager of the meat department of the A. H. Eddy Food Emporium, has retired. His place is now being filled by R. Balsinger, who has heretofore been assistant manager.

Owing to the increasing spring business, McKillop & McLennan have opened a new restaurant in the Everett block. This is one of the largest stores in the city and the new enterprise has plenty of room to feed the hungry. The new proprietors have fitted up the place in a very neat and attractive manner and a cleaner place would be hard to find.

An active campaign is being started by the Northern Protective Association to prevent forest fires in the Upper Peninsula woods during the summer. The Association is made up of large timber land owners, with headquarters at Munising. They have gotten out some excellent literature for distribution on the question of forest fires, giving reasons why every person going into the woods during the dry summer months should use every precaution to avert a fire and refrain from being careless in the using of matches, etc. The motto of the Association is, "One tree may make a million matches, one match may kill a million trees." It is hoped that the Association may have the co-operation and support of all persons whose vacation is spent in the woods.

That the Soo is a lively town will be vouched for by one of the largest gatherings of business and commercial men who attended a dinner at the Country Club last Wednesday. This was the first time the business and commercial men have gotten together for some time, although they have not been asleep during the intermission. The time is now ripe, because the two power companies have settled their differences and are now prepared to sell power to new industries in this ideal location, which is naturally designed to be one of the main shipping points of the Great Lakes. With the three railroads connecting and the best of water shipping facilities and the large amount of power at the lowest rates of any city in the State, the Soo cannot help but reap the benefit of these vast opportunities. When the Soo business men get together on the skirmish line there is going to be further doings. Pat Case, the Soo's natural born orator, was toastmaster. His record for the past two years would make a Depew jealous. Pat does not credit himself with being much of a speaker, but the witty way he tells it does the business. Pat met a colored man at the door when he arrived at the Country Club, and looking through his pocketbook for a new dollar bill, Pat asked the dar-

key, "I suppose, like a lot of other people nowadays, you would rather have clean money?" "Oh, that's all right, mister," said the colored man, "I don't care how you made your money." The first speaker of the evening was Hon. Mayor T. Handy, who gave facts and figures regarding the city's municipal affairs and pointed out the advisability of the city officials and business men working together to derive the greatest amount of good. R. G. Ferguson, proprietor of the Ferguson Hardware Co., was the next speaker and he outlined the work necessary for the coming year. Mr. Davis, of the Northern Power Co., and Fred Warner, representing the Edison Soo Power Co., were also interesting speakers, while D. H. Moloney, in a short address, told how he had traveled from the Atlantic to the Pacific and made a study of the conditions in the various large cities and smaller communities, but concludes that the Soo is the best city of them all. It is conceded that Mr. Moloney is a close second to Abe Lincoln and not a faker, so his good judgment can be relied upon. Chase S. Osborn, just returned from his extended trip, put the finishing touches in a speech made in his usually able manner which certainly made the business men feel proud of their fellow citizen, as it is a rare treat to Soo citizens whenever Chase S. Osborn has anything to say, as he is always at his best in his home town.

Charles Follis, former proprietor of the Ye Toggery, is passing around the cigars to his numerous friends on the first arrival in his family, which is a girl. Of course, Charley is not kicking, but said he could not have felt much more elated had it been a boy.

Thomas A. Ford, popular manager for the Western Express Co., reports a very satisfactory increase in the express business over last year, although it was thought for a time when the parcel post started up in opposition to the express companies that it would have a marked effect upon the latter, which, however, does not seem to be the case. Much of the increase, however, can be accounted for by the personal attention given the business by Mr. Ford. He is to the Western Express Co. the same as William Sutherland is to the ticket department of the railway company here, making friends for his company by being obliging, courteous and looking for business rather than discouraging it.

"Those who have nothing to lose are quite willing to lose it."

George Jeffries, former traveler for Beecher, Peck & Lewis, of Detroit, but for the past few years living a retired life on his estate at Nebish Island, was a business visitor here last week, shaking hands with his numerous friends who were pleased to see him. He reports having put in a very satisfactory winter and is looking forward to the pleasure in store for him this summer.

"It's a good plan to put off until to-morrow the things we shouldn't do at all."

George Madison, Libby, McNeill & Libby's hustling salesman, is making the Soo this week. George has a new order book which he hopes to fill before leaving the city. He reports a very successful trip and his only worry is that the house will not be able to fill all of his orders on account of the shortage in some of his lines at California.

"A mistaken man may mislead others but it is only rarely that a hypocrite succeeds in fooling even himself."

In making an auto tour of some of the country towns last week, we found that Brimley is still on the map and one of the busy towns with an enterprising lot of merchants. Thompson & Washburn report a very satisfactory increase in their business

this year. Both are charter members of the Brimley Booster Club and hope to help land several new enterprises for Brimley during the coming summer. A. W. Reinhard, proprietor of a large general store, has also put in a busy winter, being one of the active men in municipal affairs. T. J. Lucas, proprietor of a large grocery store, is doing a nice business, having a very complete stock, which is a credit to the town. Mr. Lucas makes a specialty of motor oils and is headquarters for the auto supply at Brimley. George Baylis, proprietor of the only hardware store, while only a new resident, has made wonderful progress and is one of the busy merchants at Brimley. Dick Palmer, proprietor of Brimley's largest confectionery store and pool room, is also doing a thriving business and has much confidence in the town which has been his home for a number of years.

At Dafter the merchants are also a busy lot and report the best of success in business circles. G. W. Green, is busy painting his new grocery store which is nearing completion and is getting ready for a large summer trade. David Lee, the postmaster and proprietor of one of the general stores, is doing a rushing business and is kept busy looking after his business interests and making auto trips between the Soo and Dafter during his spare moments. McLachlan Bros. have completed their new cement block and are now able to take care of the wants of the farmers. There is no excuse for any of the inhabitants sending to mail order houses, as McLachlan Bros. carry everything from a carpet tack to house furnishings and also a full line of groceries and meats. They are more than pleased with the progress they have made during the short time they have been in the business at Dafter. The new station at Dafter gives the place the appearance of a hustling village and it is reported that it is almost impossible to buy a location in the business district at the present time.

"The most unappreciated valuable service is that rendered by the alarm clock."

We notice by the papers that the Chicago Booster Club held an interesting meeting at the Hotel Sherman last week with about eighty-five members. No wonder Chicago is in the lead with so large an attendance!

"Most fellows' idea of a square deal is to hold all the trumps."

Cap Roberts says, "You can never judge a fellow by what he says he said."

James B. Melody, Swift's soap salesman, has just returned from a two weeks' trip through the copper country and is one of the happiest salesmen on the road, as the copper country has livened up and one can not fail to note the increased activity in business circles since the mines are in full swing again.

The McMillan mystery is now cleared up in the finding of the missing man, Shattuck, who was lost in the woods last fall, being one of the hunting party from Detroit for which search has been made ever since. The body was found near Laketon with a bullet hole through his temple, while the revolver was found close by his side. Evidently a case of suicide. The remains were taken to Newberry, whence they were shipped to Detroit for interment.

J. Fritchen, proprietor of the Rock View House, at St. Ignace, has disposed of his interest and fixtures in the bar department to Christ Sorenson, who will continue the business as before. The hotel is being redecorated and the paperhangers and painters are making a big improvement. When finished the hotel will be a credit to the town.

The Sandleman general store, at Pickford, has been taken over by the

Pickford Department Store Co., just formed and incorporated.

V. L. Lipsett, of Pickford, has bought a Republic auto truck which he will use for freight hauling on the Pickford stage route. He is also getting another large machine to put on the route July 1, at which time his contract begins for carrying the mail. This second car will be used for mail and passenger service. The auto now used on the Rudyard route will be put on the Gatesville line, the contract for which was also let to Mr. Lipsett.

Pickford is to have a new Orange-men's hall. A meeting for making the necessary arrangements was held last Monday. It is expected that the building of the new edifice will start at once.

"It is easier to forgive an enemy than to wish him good luck."

J. A. Beechler, one of the berry merchants near Rexton, remarked the other day that it would now be a good time for a naval battle between Russia and Switzerland, but his friend replied, "But Switzerland hasn't any navy." "I know," said Mr. Beechler, "that's why it would be a nice even thing."

"Love just happens," says a woman writer, "so do mistakes."

Dave DeMun formerly proprietor of the De Tour Hotel, is negotiating for a lease of the Superior Hotel, at the Soo.

One of our travelers tells of an amusing instance which took place a short time ago in one of the hospitals where he had just been operated on for appendicitis. After his operation he was placed in a small ward to recover from the anaesthetic, his bed being between that of two patients previously operated on. As he awoke from the anaesthetic he remarked, "Thank heaven, that's over." "Oh, no," said the patient on his right, "when I was operated on the doctor left a sponge and had to go back and get it out." "Yes, indeed," said the patient on the left, "and when I was operated on the doctor left the scissors and had to go back and get them." Just then the surgeon put his head in the door and asked, "Has any one here seen my hat?" and our traveler fainted.

"Every young man should understand that his dead ancestors cannot hold his job for him."

It is now conceded that the cash meat markets in the Soo have been a success. They are increasing in patronage and are rapidly getting on Easy Street. It pays to sell for cash and the only hard times talk we hear is among the markets which are doing a credit business.

"Only those who hesitate can have the benefit of second thought."

William G. Tapert.

They say that the first time a man marries he wonders if he will be good enough for her, but the second time he wonders if she will be good enough for him.

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E. A. STOWE, Editor.

May 19, 1915.

THE CRISIS WITH GERMANY.

What the German government will do, is a question which involves the question whether the Naval Board or the Foreign Office will dictate the answer. The two have already seemed on occasion to be pulling in opposite directions. When there has been such evidence of divergent opinion, the Admiralty has invariably won; as the General Staff has won—always to the lasting international prejudice of Germany—in vital matters of international policy affecting warfare on land. It is possible, also, that the recent German reverses on land may have made the war officers of the government intractable.

President Wilson's note was worded, with consummate skill, in such a way as to make the outright rejection of its terms by Germany equivalent to bold defiance of the humane sentiment of the neutral world. The German Admiralty cannot know what might not conceivably be the later significance of the American navy's active participation in the war. What it must know, however, is that our vast storehouse of capital and material resources would be absolutely closed to Germany during such a war; that our powerful example might go far towards determining action by other neutrals, and that this possibility would exist at the moment when the Italian population are pulling fiercely at the leash by which their government holds them back from war with Austria.

The question as to the continuance of American prosperity, even in the event of an open breach with Germany, stands on other grounds. In the present posture of the European war on land and sea, there is no possibility of hostile contact between ourselves and Germany, as individual antagonists. There would still be left the remoter possibilities, common to every war. It is conceivable, as a pure hypothesis, that Germany may force separate peace on her European antagonists or annihilate the English fleet.

But these possibilities are at least remote. We were remotely confronted with as formidable possibilities in our Spanish War, when the clash of Admiral Dewey with the German Admiral Diederich, in Manila Bay, opened up a vista to the imaginative mind. Yet in 1898, even the stock market, which had broken with the greatest violence when the Maine was destroyed in Havana har-

bor on February 15, and which had fallen into renewed disorder when the Spanish government, on March 7, demanded the recall of our Cuban Consul-General, halted during the two or three weeks before our declaration of war on April 20, and began a vigorous and prolonged recovery on that very day.

One of the reasons for the quick return of the markets to a normal status, when suspense was removed in 1898, lay in the fact that the country's financial and industrial position of the time was absolutely sound; our markets on the road to recovery, after a thorough after-panic readjustment; gold flowing into the country, and our people enormously enriched by a record-breaking wheat crop, just sold at prices fixed by the urgent needs of Europe. A little consideration will convince the attentive mind that every one of these favoring considerations of 1898 exists to-day. What did not exist that year, but does in 1915, is a financial position in this country absolutely entrenched against money panics or exorbitant interest rates by a banking system which supplements the immense advantages accrued to our market by its economic power in the face of Europe's general war.

Three makeshift plans suggested by the Department of Agriculture for rural credits point the way to the only permanent instrument of self-help in borrowing—co-operative credit associations. All have been given a practical trial in the West. Many North Dakota farmers, contemplating an increase in their dairy stock, have induced local bankers to act as agents in the purchase of the cattle and to furnish the money. The bankers, thus assured that the loan is to be used productively, furnish it at 8 instead of 11 or 12 per cent. In Montana and Nevada, again, the farmers in various places have organized associations and appointed trustees to negotiate with the local banks for loans on better terms, guaranteeing payment on joint liability. According to a third plan developed in Wisconsin and Minnesota, the guarantee is furnished, not by the farmers, but by organizations of business men who are concerned with the improvement of agricultural conditions. They subscribe a percentage of the funds loaned, with the understanding that this is to protect the bankers. These are, of course, all temporary expedients; a co-operating credit association is permanent, is organized in detail, and may establish a collective fund as well as provide loans on reasonable terms to its members. Such associations will yet be instituted and multiplied wherever high interest rates make their need felt.

It is reported that the Borden Condensed Milk Co. is figuring upon a proposition for putting up condensed and evaporated milks in glass. The scheme is to abolish the tin can and substitute a glass container with a tin cap, filled and sealed in vacuum. The advantage claimed for the glass jar is that its use will permit the housewife to leave the milk in the original container until used up.

THE FINGER OF FATE.

Great issues stir profound emotions. In the presence of a crisis big with the fate of nations, men are not shrill and clamorous. And there is no mistaking the feeling which now binds together Americans of all classes and sections. It is deep answering to deep. There are no violent demonstrations, no public explosions of wrath, but citizens everywhere commune with each other as those who know that the Nation is about to meet a supreme test. That the people are of one mind in the resolve to meet it, is a proof that they realize what it means, in all its reach and scope. Given a high and just cause, assured that the safeguards of public law and the hopes and fears of humanity hang upon the decision to be made under a solemn sense of responsibility, they will be swift to line up with President Wilson's firm upholding of the law of nations in general and the fundamental rights of humanity. These are of more consequence than the changing aspects of the war. Indeed, they are among the great objects which alone can justify the prosecution of the war. If, at the end of it, we do not come out into a better world, where national security is written into international law, rather than propped on bayonets, all the blood will have been spilled in vain. And it is because the President has looked so steadily to these ultimate gains and distant hopes of civilization, even while demanding that our present wrongs be righted, that his speaking out as he has done in the name of this great Nation has so impressed the imagination of the world.

There can be no doubt that Germany has been impressed along with the rest. Her rulers, even in the midst of the passions of war, cannot be so obtuse as not to have noted the wide reverberations of President Wilson's utterance. They cannot be ignorant of its remarkable effect upon German opinion in this country. The notable thing is not merely that German-Americans have hastened to affirm their loyalty, at all costs, to the land of their adoption, but that they have felt that their mouths are closed by the Lusitania atrocity; that they can no longer stand by the German government when it goes beyond the pale of civilization and descends to the level of the most debased savage; that they, too, are carried away by the wave of horror and indignation. All this cannot be without its influence upon the German authorities. And as they observe the wonderful response to the President of the United States that has come from all neutral nations, they must see how urgent is their duty carefully to consider their own position. It is evident that the early fumings of a portion of the German press were not pleasing to the government. Something like an official order must have gone out to bring about the change in the more weighty newspapers. Germany has at least learned that an uncompromising and calous defense of the wholesale killing of women and children on the Lusi-

tania is not possible. The severe but just terms in which the President characterized that crime have sunk into the universal conscience.

Whatever other appeals the good people of our country have responded to, they cannot be indifferent to that which is now made to them by Ignace Paderewski on behalf of his unfortunate countrymen. Back and forth, over the doomed Polish soil, the vast hosts both of Russia and of the Teutonic allies have been surging, ever since the war began, "sweeping away," as Paderewski says, "every sign of civilization, destroying dwellings, devastating fields, gardens, and forests, and exterminating human beings and animals alike." Indeed, so appalling has been the scale on which this ruin and misery has been wrought that it is the sense of the utter inadequacy of anything we are likely to do which, more than anything else, accounts for even that little not being done. But that is a false view of the situation, and of our duty. In the case of Belgium, the united efforts of humane people the world over, and especially of Americans, have accomplished more than any one had dared to hope at the outset. Among those of use who live surrounded by every comfort who seldom deny themselves the gratification of any accustomed luxury, there is hardly one who could not well afford to double or treble what he has done for the innocent victims of this devastating war. The appeal from Poland is not the last that will be made during this time of the world's agony; but no such cry of misery should be allowed to go unheeded. Contributions in response to Paderewski's appeal may be sent to the Polish Victims' Relief Fund, care of National City Bank, New York.

The efforts of Governor Willis, of Ohio, to oust Food Commissioner S. E. Strode from office has created a strange tangle in food law administration in that State. The trouble started when the Governor asked for the resignation of the Commissioner. There was nothing personal in the action, Mr. Strode being one of a number of officials in various branches of the State government to be the object of such attention, but it was designed to pave the way for a general reorganization. There is yet a question as to whether the officials will comply or stand on the principle that they should serve out the terms for which they have been appointed, unless inefficiency or other good cause is proved. In the case of Mr. Strode he has since been legislated out of office by the enactment of a law changing the form of his particular department and doing away technically with the position, he holds. Should this stand the test constitutionally, it would mean his retirement within ninety days, even should he not resign. The whole muddle, which was stirred up several months ago, has interfered with the effectiveness of the department. It has side-tracked food legislation.

Sometimes food for thought is supplied by one's inability to get enough of the other kind.

JOINED HANDS AT JACKSON.

Annual Gathering of the Michigan Wholesale Grocers.

The annual meeting of the Michigan Wholesale Grocers' Association took place at the Meadow Heights Country Club, Jackson, last Wednesday. The meeting was called to order by President Gregory at 11 o'clock and the roll call disclosed that forty members of the organization were present. President Gregory then read his annual address as follows:

It is again my pleasure to have the privilege as your President of extending to you greetings and a hearty welcome to our annual meeting.

A number of changes have taken place since our last meeting, H. U. Biggar having left us to take up another line of work. His place is now filled by C. C. Ward. I am sure we all regret losing Mr. Biggar, yet we are very glad to welcome Mr. Ward and I know you will all give him your hearty and loyal support.

Other faces that we miss are those of W. C. Phipps, A. J. Godsmark and F. C. Holmes. In their passing away we have all lost personal friends and the Association true and loyal members.

There are a number of things I would like to call your attention to, but can only take time to mention a few of them:

Subsidizing Salesmen.

I cannot understand how any jobber can permit of this evil. Surely there is no excuse for it. You pay your salesmen and I can see no reason why you should not be the one to select the goods they should sell. Think it over and put a stop to this evil in your house.

Rebates.

I think you all know where I stand on this question. Is there any reason under the sun why you should invoice goods at one price and allow your men or yourselves to accept pay for them at another price? Why not be honest with yourself and eliminate this evil?

Compensation.

You have all often heard the wholesale grocers referred to as the merchandise bankers of the world. I cannot tell you anything new along this line. You have heard, time and again, of the amount of capital necessary, of the number of bright, brainy, capable men that are using their brains and their energy helping to assemble goods from all parts of the world, giving to humanity many of the comforts of life and a large variety of the necessities of life in a scientific, sanitary and economical way. It certainly is a great and good work, worthy of commendation of a discriminating public and certainly worthy of a just and reasonable compensation for services rendered, and when you do not ask and receive a reasonable compensation you not only lower your dignity as a wholesale grocer but lower your dignity as a citizen of the greatest country on the face of the earth.

Regarding Association work, Pnsh hits the nail on the head when he says that what many of us need, more often than we realize, is to be frank with one another. We smirk and smile at the fellow we'd like to stab in the back. We call it tact and think we are clever. But are we? Now there is only one cure for this and that is being open and above board, in coming right out and telling the other fellow what you think of him—call "a spade a spade"—and when the other fellow gets through telling you about yourself, you'll realize that you have a few faults of your own and when a fellow gets to thinking of his own faults, he commences to see the virtues in the other man. So don't be too anxious always

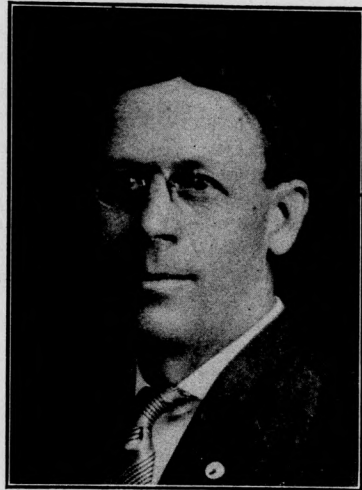
to believe all you hear about the other fellow. Remember that men are valuable just in proportion as they are able and willing to work in harmony with other men. When a person loses his ability to co-operate with others he has joined the Down-and-Out Club.

In closing, I want to thank you all for the many courtesies and the kindnesses shown me while I have been your President. I assure you that I have enjoyed the work very much and ask you all to extend to my successor the same loyalty and support that you have given me.

Secretary Ward presented the annual report of the Secretary and Treasurer, which was accepted and adopted.

Mr. E. D. Winchester read a paper on "Following the Market" as follows:

It seems to me that this is a very important question and one that we should all be interested in. We are grocery jobbers, or, in other words, buyers and sellers of merchandise. A very large percentage of our volume of business is made up of staple articles which pay us small margins of profit. I think I am right when I make the assertion that ordinarily we all pay about the same for this



Ex-President Gregory

line of merchandise and our selling prices are on about the same basis.

During normal periods of the market I think that we are all inclined to follow it as closely as possible. There are times, however, of rapid fluctuations in market values when we do not seem to do so.

On occasions of decline in market prices of staples, we do not hesitate long in marking down our selling prices, as we all know that if we expect our salesmen to secure orders, their prices must be based on present values, regardless of the actual cost of the goods, as well as the question of profit.

But when there is an upward movement in the prices of staples and we are fortunate in owning good stocks, is there not a temptation to continue to sell at old prices, assuming that this is a good time to win trade and possibly get the better of our competitors, forgetting that others are just as smart as we are and possibly have a larger stock than we have? After we have become tired of selling at the low price and have advanced our prices to their proper basis, we often find that our competitors are continuing to sell at the low prices. Because of this method, do we not lose some of the profits to which we are entitled and which are due our stockholders?

Occasionally a salesman comes to us with the old story that a competing salesman is offering a special (usually a staple article) at a very

low price, and wonders how his competitor can sell so low and, of course, asks if it would not be well to meet the price. The explanation is usually easy—the jobber had a good stock of this particular item on hand which he bought before it advanced. This condition has prevailed in our market of late on galvanized iron ware. We all know that there have been several sharp advances on this item during the past few months and we have recently heard of jobbers offering galvanized iron tubs at a lower price than they would have to pay for them on the date of sale.

The past year has been one of rapid advances on many staple articles, the next year may be one of many declines, so we must not overlook the fact that what goes up, usually does come down and sooner or later prices will drop off and we will be compelled to lower our selling prices regardless of the cost of the stock on hand.

Would it not be well for us all to now and then ask ourselves if we are following the market as closely as we might, and would we not be better merchants and be fairer to our competitors as well as our stockholders and ourselves if we did follow the market as closely as possible at all times?

Thomas Elliott, of the National Grocer Co., read a paper on "Subsidizing Salesmen," which contained many important hints and suggestions and will be circulated privately among the members of the organization.

Luncheon was then served, after which Mr. H. T. Stanton, of Grand Rapids, read the following paper on "Matters of Interest to Credit Men."

When does a chattel mortgage become an assignment for the benefit of creditors?

The practice of taking a trust mortgage to secure creditors of a retail merchant and naming some individual or firm trustee for all of the creditors has become so common that the law applicable thereto should be thoroughly understood by the creditors.

When the debtor is clearly solvent, but needs an extension of time in which to meet his obligations, then a trust mortgage, properly executed and filed, furnishes a safe means of securing the creditors extending time, or furnishing additional credit.

A very different problem is presented, however, when a debtor is known to be insolvent at the date of giving the mortgage and especially if he has no hope or intention of continuing the business in an honest endeavor to retrieve his fortune.

In the first class of cases, the mortgage being given as security only and with the expectation of paying the debts by the operation of the business, the mortgage is valid and will be sustained by the courts.

In the second class of cases, when the parties know or have reason to believe that the mortgage is given with the purpose of making a distribution of the assets of the debtor among his creditors, then the courts hold that it amounts to a general assignment and is therefore void; and any creditor may sue, obtain judgment and levy on the property covered by the mortgage, or may attach, or, if the trustee has taken exclusive possession of the goods, probably garnishment proceedings would lie against him as under the bulk sales law.

The appointment of a receiver, a proper proceeding in a state or Federal court, is the only legal and safe way to conduct the business of a failing debtor while his affairs are being wound up, and this only can be obtained by the judgment creditors.

The state court is less expensive than the Federal court, and for all cases liable to come up in our busi-

ness, the state court is the proper one. Of course, we always have the bankruptcy court with us, but this is an expensive method.

Conditional Sales of Merchandise Sold for Re-Sale.

There has been a rapidly growing tendency on the part of jobbers and manufacturers to secure themselves by contracts, retaining title to the merchandise sold until the same is paid for or resold, and in the case of resale before payment, then in the proceeds of the sales until their goods are paid for.

It is not an uncommon thing, to find a country merchant with from one to five lines of goods, purchased on contracts, usually printed in fine type on the order blank used by the salesman, and which the merchant has signed, supposing he was signing only an order for the merchandise. In a great many cases the merchant did not know he had signed a contract. This has been carried to such an extent that certain lines of clothing, dry goods, rubber boots, shoes, farm implements, jewelry and even beer, cigars and whisky, are sold on such contracts, and as soon as a merchant fails, all these lines of goods which remain in stock are reclaimed by the sellers, and they come in and prove their claims in the bankruptcy proceedings for any balance of their account that remains unpaid, and share equally with other creditors in the proceeds of sale of the remainder of the debtor's assets.

In some states these contracts have been held void as against public policy. The Supreme Court of Michigan has been opposed to the great weight of authority and has held such contracts valid in several instances, but the Federal courts of both districts of Michigan and the Sixth Federal Circuit have twice held such contracts void and refused to permit reclamation proceedings under such contracts.

Through the efforts of the Credit Men's Association, a bill has just been enacted by the Legislature of this State, and the bill has been signed by the Governor, which reads as follows:

"Whenever any personal property is sold and delivered to any person, firm or corporation regularly engaged, or about to engage, in the business of buying and selling such personal property, with the condition affixed to the sale that the title thereto is to remain in the vendor of such personal property, until the purchase price thereof shall have been paid, with the agreement express or implied, that the same may be resold, every such conditional sale in order for the reservation of title to be valid, excepting as between the vendor and the vendee, shall be evidenced in writing, and the written contract of every such conditional sale, or a true copy thereof, shall be filed and discharged in the same manner as chattel mortgages are required to be filed and discharged."

It is also worthy of notice that the Legislature also amended the law relative to filing chattel mortgages requiring those that covered stock and merchandise and fixtures, or a copy thereof, to be filed with the register of deeds of the county, as well as the township clerk of the township in which the stock is situated. This bill, if signed by the Governor, will also affect the conditional sales contracts just referred to.

Thomas J. Marsden of Lee & Cad., Detroit, read a paper on "Can we Improve our Methods of Handling Specialty Orders," as follows:

Before answering this, I want to say something about the specialty salesman.

This type of animal is human, just the same as you and your salesman are.

He is sent out by the manufacturer to get orders from the retail trade

to help his business, but indirectly to help yours.

He works hard and long and is entitled to the co-operation of you and your salesmen, and I want to say that the jobbing house who does not treat the specialty man with as much consideration as it does its customers is overlooking a great big factor in the success of its business.

Can we improve our method of handling specialty orders?

I do not know, for I do not know how you handle them.

Twenty years ago a specialty order was somewhat of a joke and the buyer who purchased goods on the strength of such order was generally overstocked.

Those were the days of phoney orders and phoney salesmen.

Those days have gone and the day of phoney salesman is over.

To-day the men selling specialties are high-class gentlemen. Some of them are over anxious and are liable to sell a man more than he wants, but this is the exception and is the only fault that I know of.

I do not think there is any one thing that has done more to bring this condition about than the efforts of the American Specialty Manufacturing Association.

We have no trouble with these orders any more.

Ninety-nine per cent. of them are absolutely good, and the 1 per cent. is not the fault of the salesman.

Now with this condition, it is up to us to see that these orders are taken care of properly.

The manufacturer has spent his money getting the orders. Why should we be careless with them?

The first thing to do is to see that they are delivered promptly.

Do not hold them until every one connected has forgotten the transaction.

The next thing is to deliver them according to agreement.

Some houses call up their customer to have the order verified.

If you contemplate doing this, hand it back to the salesman instead. You will do less harm.

It may sound a little egotistical to tell you how to handle specialty orders and, no doubt, you may have a far better way than the way I am going to tell you.

In our country business, we use a salesman's file, and all specialty orders are filed under our salesman's name.

When orders come in from John Jones, salesman, our man goes through the file and picks out all the specialty orders, as well as back orders, for all the customers John Jones has sent orders in for.

This file is in front of him all the time and nothing is missed.

In the city, we find that we can get quicker and better results by having all city specialty orders where our salesmen have easy access to them, and each morning they pick out all the specialty orders for customers whom they are going to call on that day, and that item is the first thing they enter on their order, whether they sell anything else or not.

Gentlemen, the specialty order business is a big thing and is worth a whole lot of your serious attention.

Reports of the Resolution Committee and Nominating Committee were received and adopted. The election of officers resulted as follows:

President—M. R. Carrier, Lansing.
First Vice-President—George S. Danser, Petoskey.

Second Vice-President—Fred J. Fox, Saginaw.

Third Vice-President—William J. Butterfield, Jackson.

Secretary and Treasurer—C. C. Ward, Detroit.

Executive Committee—Thomas J.

Marsden, Detroit; Richard J. Prendergast, Grand Rapids; Rudolph Otto, Saginaw; A. E. Gregory, Grand Rapids; Howard A. Musselman, Traverse City; Hedley V. Taylor, Detroit.

The newly-elected President then took the chair and accepted the position. After a few well chosen words which were heartily received, the meeting then adjourned.

The selection of a place for holding the mid-winter meeting was left to the President.

Analysis of the Trading Stamp.

There is a decided revulsion in this country against that fiction, the trading stamp, so fascinating to children, young and old. The conservative on-looker commonly regards this device as simply a means of cutting prices or as a method by which one concern gets a little advantage over another without doing anybody any good. The practice has grown into a huge abuse in many directions and a considerable number of trade organizations are expressing themselves against it. Marshall Field & Co. recently gave notice that they would cease having anything to do with it. Many merchant have entered into a careful calculation of the cost of doing their business, including the "profit sharing" element, and they have concluded that stamps are not profitable to them. They are extremely profitable to many of the companies engaged in this trade. But one trading stamp company in Philadelphia has just failed. Looked at broadly, these stamps are just so much added to the cost of operation, a small item when a single stamp is taken into consideration, but a huge one when the business spreads over the entire country. This is one of the fancies that have become a fashion among our people and it has had a long run but it appears to be on the wane.—Economist.

Glove Duplicates Good.

Sellers of gloves in the New York market report good duplicate orders on fabric lines from the retail trade. Most of the gloves wanted are long ones, and the favorite shades seem to be all-white and novelties in black and white. The call for chamois gloves is reported to be fair to good. The fall outlook for the domestic glove manufacturers is said to be very

good, providing their operations are not hampered by a shortage of raw materials. French goods will be scarce, it is said, because of the dearth of workmen, and glove leather in that country, and the apparent inability of German and Austrian manufacturers to get their goods through will limit offerings of these gloves here in the fall, unless the war ends in the meantime. Current stocks of imported goods are fairly heavy here just now from all accounts, but they are not expected to last long if they

cannot be replenished. Short gloves will lead the fall demand from present indications, and many novelties are promised.

Deafness is a terrible affliction to men who like to hear themselves talk.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

H. LEONARD & SONS

WHOLESALE COMMISSION AGENTS FOR
House Furnishings, China Ware, Glass and Silverware
Headquarters for Toys and Fancy Goods

Space Devoted to Samples—20,000 Square Feet

GRAND RAPIDS, MICH.

Of course we want your order.

Of course we don't expect it unless we deserve it.

But it is our low prices as printed in our catalogue that brings to us an ever increasing volume of business.

We are one of the few firms in business that dare to print their prices and this is what makes buying by mail safe or even possible, as you take no risk but can save money, time and very often freight charges.

Our catalogue illustrates the lines for which we are the wholesale commission agents better than the goods could be shown to you in any other way unless you could come into our store in person and see the magnificent assortment we are showing. If you have not our catalogue at hand, may we send it to you?

A POSTAL WILL BRING IT

Spring and summer goods are in daily demand and you can certainly sell these lines to your customers with a profit as they must have these things in their homes.

Hammocks	Soda Glasses and	Vases and Show Jars
Screen Doors	Sherbets	Shelf Paper
Window Screens	Garden Hose	Paper Napkins
Oil and Gasoline	Lawn Sprinklers	Laundry Goods
Stoves	Garden Tools	Fly Killers and Traps
Lawn Mowers	Wire Screen Cloth	Japanese Lanterns
Go Carts and	Sulkeys and Children's	Croquet Sets
Baby Carriages	Wheel Goods	Lemonade Sets
Galvanized Iron Ware	Refrigerators	Stoneware

Fly Swats

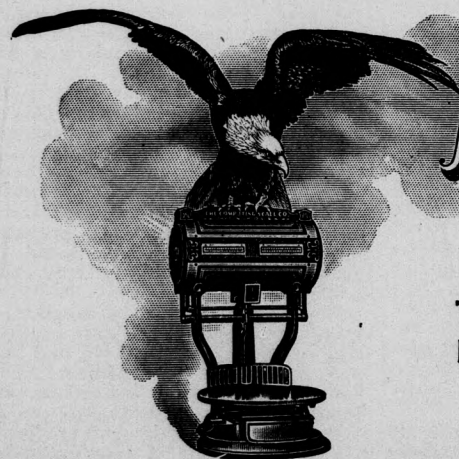
AT \$12.50 PER 1,000

With Your Advertisement on the Handle

While They Last. Only a Few Thousand Left.

JOHN E. PENNINGTON & CO.

Charlotte, Michigan



MONEYWEIGHT Scale Co.
GENERAL DISTRIBUTORS FOR
The Computing Scale Co.
Dayton, Ohio.

THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE

326 W. MADISON ST. CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



Plea For American Fashions In Men's Garments.

There was a time when men who were sufficiently interested in the subject could talk upon the philosophy of American clothes. We could speak of our fabrics and styles and methods with that same assurance with which we can boast of our wheat fields and our apple crop, but that philosophy, wide as it was at one time, has seemed to embrace a smaller range of late years, until we are now come to a place where there seems hardly anything to talk about. In our clothes, at least, we have become a race of imitators only too content to be the followers of other people's ideas, yes, even eager to accept gratefully those suggestions which have deprived us of nearly all claim to originality.

The writer talked recently with a widely-traveled American, who is a Yankee to the backbone, and who believes his country and its people are the best on earth. One very forcible remark of his is the key to the situation. He said, "There is hardly a ready-made shop in this country where I can buy clothes for an American. Once a Yankee was known by the cut of his suit from Mayfair to Bombay; on the other side they used to ask me if I didn't want my clothes made American style. The coats were made for our square-shouldered, deep-chested men; they were made right and cut right and they were better than anything I've ever seen since.

"I don't want to be English, haven't the slightest wish to be taken for an Englishman. Why should I dress like one? What on earth makes it fashionable for Americans to wear French hats or Austrian hats, Parisian shirts or cravats or gloves? They try to sell me suits laying stress on the fact that the fabric was woven in Scotland, the style conceived in Bond Street and sanctioned by Pall Mall. Haven't we mills that can turn out material as good, or better, and brains that can plan models of their own sponsored by Americans?"

He talked in strong fashion, but he is the sort of man who hits the truth every time and sticks to it when he speaks. I guess we've all felt that way, in more or less half-hearted style, about this very thing. What is there about any other country that we need imitate it and particularly in so personal a matter as clothing? It is so that big establishments offer the buyer every variety of article and he may choose as he pleases from things distinctly American or things

foreign. But the trend is to educate him in the direction of the latter. The so-called best dressed men about him boast of this or that worn with the sole distinction that it came from across the water; the fashionable shops dwell upon importations, there is a very halo about something that came through the custom house. And all this clowning makes for a constantly higher grade of goods coming from abroad with a proportionately lower one produced here.

I know a New Yorker whose business takes him abroad every other year. While in London he buys a dress suit on each visit, that is, every second year; it costs him about forty-five dollars, and, of course, is made in the advanced English style, and he takes a great deal of pride in it. Now, this particular man's example has been followed by half a dozen others of his set, and from this you see what such a notion can do in the way of turning trade from our own market. The plea of money saved is untrue, for the same tailor who would charge him the exorbitant price of a hundred dollars or more in this country could be readily found in London, and dollar for dollar he gets no more there than he would here.

If Germany can make cheaper hose and England cheaper gloves, it will only be a matter of time before our own manufacturers out of self-preservation will equal their grade and the price. It can and will be done and the years will prove it in this and every department of such stuffs as need no particular clime for their manufacture.

But meanwhile we have to deal with invading styles and oust them, or the slavish habit of imitation will completely take from us every vestige of that good, old feeling—to be pre-eminently American in everything is the only view to hold in our attitude toward the rest of the world. Let us get back to our erect, natural-shouldered coats, trousers that really fit and waistcoats made as these were intended to be. Let the ungainly slouch adopted by some lounging idler in London's half world be forever cast aside so that we may return to the clean-cut figure which has been the pride of our American manhood. That ridiculous expression, "carefully careless," has no place in our lexicon; it isn't American and means nothing.

We go abroad and laugh at the funny fashions we see on the other side; what Yankee, at the bottom of his heart, doesn't feel the modes of Berlin, Vienna, Paris and London are the queerest under the sun? His in-

stincts are American while he's there, but he'll come back and have his tailor here make him a London suit, just the same, if he hasn't the nerve to bring one with him. If there were a single point in the favor of foreign clothes it would be otherwise, but to wear them just because they represent an imported idea, as though something from abroad simply must be right, is logic unworthy of our clear, American minds.

Let us return to our own philosophy of clothes, clothing for our own people, designed by us, for us. We've always prided ourselves on our common sense; it's been the big asset in our upbuilding. Here is one place to apply it to advantage. When you happen to be in Cairo let them know

you're a Yankee by the cut of your clothes, and if in good time we can not convince the whole, wide world, that our styles are the best, bar none, there must be something wrong somewhere, and it's up to every man of us who wears clothes to find out where the trouble lies.

There should be nothing anywhere good enough for us but that which is born of our own industry, intelligence and good sense!—Richard C. Boehm in Haberdasher.

Sure Proof.

Mother—Are you quite sure that you have ceased to love him?

Daughter — Absolutely! I don't even care if he has a pretty stenographer in his office!

"STYLES THAT SELL"

SOFT & STIFF HATS

THE NEWLAND HAT

STRAW GOODS & CAPS

We carry a complete line of silk hats for automobiling
Mail orders shipped promptly

Newland Hat Company

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Detroit, Michigan

CITIZENS LONG DISTANCE SERVICE



To Detroit, Grand Rapids, Lansing, Jackson, Holland, Muskegon, Ludington, Traverse City, Petoskey, Saginaw—Also to all Intermediate and Connecting Points.

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CITIZENS TELEPHONE COMPANY

Grand Rapids Store Fixture Co.

No. 7 Ionia Ave., N. W.

Grand Rapids, Michigan

Wire Chairs and Tables

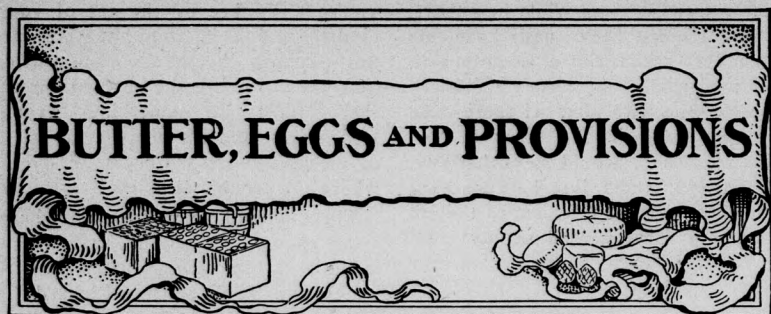
For Soda Fountains and Restaurants

Show Cases "New and Used"

For every kind of business

DESKS—Flat, Roll Top and Standing Desks

"Used" but look like new



Michigan Poultry, Butter and Egg Association.

President—H. L. Williams, Howell.
Vice-President—J. W. Lyons, Jackson.
Secretary and Treasurer—D. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

Egg Case Tests Made By the Government.

The Agricultural Department has recently completed a series of tests with egg cases with the object of determining what kind of wood and what kind of fillers and flats best protect the cases of eggs from jarring and pressure such as they receive in ordinary handling and in shipment in cars. After preliminary tests in the Department's laboratory the work was extended in the laboratories of the Bureau of Standards and later the experiments were repeated in cooperation with the Forest-Products Laboratory at Madison, Wis.

Strength of Woods.

One series of tests was made to determine the strength of egg cases made from the three different kinds of wood used in this work—cottonwood, tupelo, and gum. In these tests the cases were subjected to an evenly exerted and definitely measured pressure. These results indicate that there is very little difference in the strength of the various woods. Cottonwood possesses certain advantages, however, in that it does not warp or crack as readily as the other woods, is lighter, softer, more easily handled, and is odorless. The other woods, however, give satisfactory results under certain market environments, and because of the growing scarcity of wood it is not advisable to depend on one variety exclusively.

Strength of Fillers.

A similar series of tests were made to determine the strength of fillers, as the little cardboard cells in which the eggs are packed in the case are designated in the trade. In this test a box was made into which the filler fitted exactly. A wooden plunger also fitting exactly into the box was brought down accurately on the top of the cardboard cells. The pressure exerted up to the point where the cardboard crushed was accurately measured. This test disclosed that a No. 2 filler can stand less than half the direct pressure that a No. 1 filler will stand.

It is to be expected that old fillers, or those that have been wet, would show much less resistance to pressure than did these new fillers.

One of the most important parts of a filler, and one the usefulness of which is frequently overlooked, is the tip of the filler, or little strip of

cardboard on the end of each partition projecting on all sides of the little cells. The purpose of these tips is to keep the cells from shifting in the boxes and to keep the outside rows of eggs from coming into contact with the sides of the cases.

Wire Binding.

The tests also included investigation of the advantage of wire binding. This wire—about 3-16 inch wide and 1-32 inch thick—is passed around the ends of the bottom and side veneers and is nailed to the thick ends of the box through holes in the wire spaced about 3 inches apart. This wire is not commonly used over the top of the case. Apparently it has certain advantages. It holds the three pieces of veneering to the end boards more securely than ordinary nails.

In the test with different kinds of nails it was found that cement-coated nails have a greater holding power than smooth nails, because the coating adheres to the wood. This coating usually consists of resin mixed with some similar material, such as wax. The heat developed in driving the nail fuses the coating and causes it to adhere to the wood, much like glue about a wooden peg.

To determine the relative breakage in different parts of the case, the investigators studied a number of shipments of eggs shipped under different systems of packing and handling in cars. The great damage to cases in cars arises largely from the fact that they are not packed tightly enough to prevent their shifting along the length of the car. Where there is any space left at the ends of the car the entire load of cases is apt to shift back and forth against the ends of the car when the car starts, stops, or is shifted. As a result of these investigations, it appears that in well-stored carload lots the breakage in transit in all parts of the case is very much the same. With less than car load lot shipments, and especially with less than carload shipments where the car picks up part of its load at different times, the damage in the ends of the case greatly exceeds that in the more protected rows. This indicates that either stronger-tipped fillers must be used or some other plan must be devised for protecting the ends of the cases in such shipments. The breakage in a car the ends of which are packed tightly with straw is less than under the other systems. It must be remembered, however, that straw-packing in hot weather in refrigerator cars also may have a disadvantage in that it may prevent the ready passage of cold air from the ice bunkers, or

else the straw may get wet from melting ice.

Damage in Layers.

Examination of many shipments enabled the Department's investigators to chart accurately the damage to eggs in the different layers of cases. Again in the case of the straw-buffed cars the damage throughout the case is very much the same. As less favorable conditions of stowing and handling in the car prevail, however, the damage to the top lay-

ers is far in excess of that in the lower layers.

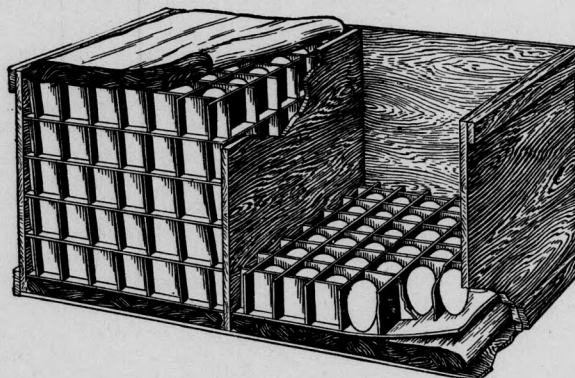
The damage in the top layers for L. C. L. pick-up shipments reached 7.43 per cent. Apparently there is very little preference under the different types of shipment, so far as safety goes, in other parts of the case. It is difficult to specify the exact causes of this top-layer breakage. There are, however, many obvious factors which contribute to this result. Some of the breakage is undoubtedly due

Mail us sample any Beans you may wish to sell.
Send us your orders FIELD SEEDS AND SEED BEANS
Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

Endorsed by the Railroads

The Official Classification Committee of the Transcontinental Railroads has issued the following order, effective Feb. 1, requiring the use of a dividing board in egg cases—"except that when an excelsior packing mat or cushion (made of excelsior covered with paper) not less than eleven inches square, of uniform thickness and weighing not less than 2½ ounces is used, dividing board will not be required next to eggs at top."

In the wording of these specifications there is an evident testimonial to Excelsior Egg Case Cushions in preventing breakage. It means that the experimental stage of these cushions is passed. They have been tried, tested and now are approved as the best.



The above illustration shows very plainly just how Excelsior Egg Case Cushions are used. From this it will at once be seen that when they are used there is a great saving in time in packing, over the usual manner of distributing loose excelsior at top and bottom of the crate. This, combined with the practically absolute assurance against breakage (one egg saved in each crate will pay for the packing), puts the egg packing situation into a place where it is scarcely an economy not to use Excelsior Egg Case Cushion and a very distinct economy to use them.

They may be used repeatedly with ordinarily careful handling, as they are made from odorless basswood excelsior, evenly distributed throughout the cushion, enclosed in the best quality of manila paper, thus reducing their cost to a minimum. You really can't afford to take the chances necessary, on other methods of packing. Let us give you prices and samples.

Samples and prices can be obtained
from any of the following addresses:

Excelsior Wrapper Co. - - - - Grand Rapids, Mich.
Excelsior Wrapper Co. - - - - Sheboygan, Wis.
Excelsior Wrapper Co. - - - - 224 West Kinzie St., Chicago, Ill.

Our Facilities are such that Promptness is our slogan.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

to the fact that those stowing the car carelessly step on the cases, the lids of which are not designed to withstand unevenly distributed weight.

A second cause is the improper distribution of the packing in the top of the case. This may take the form of too much packing, unevenly distributed, which causes the lid to bulge. A case with a bulged lid does not stack evenly, and other cases piled on top of it have a tendency to crush in the bulge, and this pressure transmitted through the packing may crush the fillers and damage the eggs. A frequent form of this is the placing of bunches of excelsior on the top flat of each of the two compartments of the case. On the other hand, if there is not sufficient packing in the top of the case, the eggs in the top layer bounce against the lid and the eggs in the lower layers may shift. There is apparently no material difference in the use of corrugated flats or excelsior as top packing provided the excelsior is evenly distributed and is in proper quantity.

Concentrating Grape Juice by Freezing.

Profiting by the success of concentrating cider into one-fourth its bulk by the freezing and centrifugal process, the Department of Agriculture has now announced a similar method of concentrating grape juice which promises to do much to facilitate keeping grape juice for beverage purposes.

The new method consists in freezing juice pressed from grapes into solid ice, cracking this ice into pieces the size of a walnut and whirling it in a centrifugal machine such as is used in separating molasses from the sugar in sugar making. The rapid whirling of the grape juice ice in the centrifugal machine causes the sugar or syrupy portion of the grape juice to separate from the crystallized water and to fly out into the receiving chamber of the centrifugal. By this method the grape juice is quickly reduced by the elimination of water to one-fourth its volume so that the syrupy content of a gallon of grape juice will make a quart of concentrated grape juice.

Experiments in making the product showed also that in the freezing and centrifugalizing a large part of the acid of the grape juice, which is in the form of cream of tartar, is left behind in crystals in the ice in the centrifugal basket. After the syrup has been concentrated it is sterilized by heating and can then be kept indefinitely. Aside from its special flavor the new grape concentrate, it is believed, possesses certain commercial advantages in that its reduced bulk makes it cheaper to store, handle and ship.

The concentrated syrup from the Concord grape is a rich purple product somewhat thicker than maple syrup. When it is mixed in the proportion of one part syrup to two and one-half parts of water it makes a novel unfermented grape juice with the flavor of the grape but with much

less acidity than is characteristic of ordinary Concord grape juice.

There are interesting experiences reported by merchants buying eggs from the farmers who have switched from the straight count to the candled basis for payment. This method brings out the peculiarities of the various customers and also sorts out the good customers from the bad. But occasionally it brings out some facts with reference to the collection of eggs on a farmer's place that are a surprise even to the farmer. For instance, one farmer, who had for years been a regular customer of a certain Iowa buyer, brought in a case one day; and the buyer, who had switched over to the quality basis for purchasing, told him there were ten distinctly bad eggs in the lot. The farmer was very much insulted and informed the dealer that the eggs were all right, that they were very careful about collecting them regularly, doing this every day, that they took good care of them after being gathered as well as delivering them frequently. An investigation of this particular case, however, showed that on this farmer's place the gathering of the eggs was left to the children and if they should neglect a nest for a few days no mention of this was made when its contents were taken later; or if they found a nest that had not previously been discovered, they took the contents thereof, turned them all in for that day and gloated over the large number of eggs they had found. All of which was responsible for the bad ones found in the good customer's case. This customer was unknowingly trying to sell eggs that were not good. The best way to handle him and others of his kind is to teach them to candle eggs so they can tell for themselves which are good and which are bad and learn the reason before they try to market an inferior product.

In Time of Trouble.

Robbie, for his misdeeds, was about to get a thrashing. He left his mother's room and went to his own. Kneeling down beside his bed, and with hands clasped, he offered up the following prayer:

"Please God, if you are as good to little children as they say you are, now's your chance."



We Call on Your Customers
Through the Magazines and tell them how good and useful is

Mapleine
The last word in flavors

Order from
Louis Hilfer Co.
4 Dock St., Chicago, Ill.
CRESCENT MFG. CO.
Seattle, Wash.

A Safe Match Means a Safe Home



Every responsible grocer wants to sell his customers matches which are nothing short of the safest and best made. Thereby he safeguards the homes of his community.

Any grocer who is not handling "SAFE HOME" matches, should take steps to do so at once. Ask any wholesale grocery salesman about them or drop a line to the manufacturer, who will have his salesman call and explain their superiority.

Every "SAFE HOME" match is non-poisonous, strikes anywhere, is extra strong and sure, is chemically treated to prevent afterglow when blown out, and is inspected and labeled by The Underwriters' Laboratories, Incorporated.

Made Only by
The Diamond Match Company

Rea & Witzig
PRODUCE COMMISSION MERCHANTS

104-106 West Market St.
Buffalo, N. Y.

Established 1873

Live Poultry in excellent demand at market prices. Can handle large shipments to advantage. Fresh Eggs in good demand at market prices.

Fancy creamery butter and good dairy selling at full quotations. Common plenty and dull.

Send for our weekly price current or wire for special quotations.

Refer you to the People's Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

Merchants' National Service Co.
National City Bank Bldg., Chicago
SALES SPECIALISTS
Advertising Experts Store System Auditors
Business Adjusters Resident Buyers
Stocks Bought and Sold

HART BRAND CANNED GOODS

Packed by
W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

Satisfy and Multiply
Flour Trade with
"Purity Patent" Flour
Grand Rapids Grain & Milling Co.
Grand Rapids, Mich.

POTATO BAGS
New and second-hand, also bean bags, flour bags, etc. Quick shipments our pride.
ROY BAKER
Wm. Alden Smith Bldg. Grand Rapids, Mich.

Watson-Higgins Milling Co.
Merchant Millers
Grand Rapids :: Michigan

Dandelion Vegetable Butter Color
A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co.
Burlington, Vt.

Trade Stimulators For Price Advertising

Our monthly catalogue of General Merchandise abounds with these.

Get acquainted with the Yellow Page Specials in each issue of "Our Drummer." They will help you pull trade to your store.

Butler Brothers

Exclusive Wholesalers of General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



The new State bank for Potterville is now an assured fact, as petitions have been filed with the State for formal application. All of the stock for the new banking enterprise has been taken and a new building will be erected for the bank. Following are the men who are backing the enterprise: J. G. Gidner, Dr. W. M. Taylor, J. F. Collins and W. H. Van Auken, of Potterville; H. K. Witham, of Lansing; and John Hull, of Diamondale.

Mrs. Karl Keyes, widow of the Olivet banker who died recently, has filed in Circuit Court a petition in chancery to settle the partnership in the private bank conducted by her late husband under the name of George W. Keyes & Co. Judge Smith granted the petition and appointed Mrs. Keyes receiver. The bank was re-opened Tuesday. Mrs. Keyes will have charge of the business.

The case against Thomas V. Fitzpatrick, former member of the Grand River branch of the Central Savings Bank of Detroit, who was charged with misappropriating about \$70,000 of the Bank's funds, was dismissed. Prosecuting Attorney Jasnowski asked the court to clear Fitzpatrick of the charge. When the case became public more than a year ago, it was declared that Fitzpatrick was short in his accounts because he permitted L. D. Burnett, a horse dealer, to make large overdrafts. It is understood that a settlement between the Bank and Burnett has been made.

The People's Exchange Bank of Hanover, has opened for business. F. B. Bauer and M. T. Joslin, of Adrian, are President and Vice-President, respectively, and Clyde Smith, who had charge of the Jasper Bank, will be Cashier.

The Central Savings Bank of Detroit is doubling its floor space by taking in another store to the north of its present quarters. The growing business of the Bank has made the present quarters too small for some time past. In 1907, when the Bank started in the Majestic building, the assets were \$1,500,000. They are now \$7,000,000.

The Calumet & Hecla Copper Company has announced a quarterly dividend of \$15 per share, payable on June 18. This is the very best illustration of the profits the company is making in its operations at the present time and as of great interest to its shareholders as well as those who

have investments in coppers generally. Based on the next quarterly, the Calumet & Hecla Company will be paying at the rate of \$60 per year, and the earnings of the organization must be considered in excess of this amount, they being variously estimated at from \$85 to \$100 per share, this including earnings of her subsidiaries, among which Ahmeek is the largest earner. The news is most gratifying to the entire copper district in that it practically tells of the great success of all the legitimate copper mines in this country.

Richmond financiers are working steadily to clear up the business tangles involving the Richmond Elevator and the private bank of W. A. Acker, which was compelled to close its doors when the elevators struck financial rocks. Albert F. Lindke is authority for the statement that the first dividend of approximately 25 per cent. would be paid the last week in May by the Bank. The Richmond Bank expects to have on hand at that time about \$65,000. A. B. Camp, National bank examiner from Washington, has approved of the organization and stockholders of the proposed new National bank. Bert C. Preston, trustee of the Richmond elevator, gave an inventory of the property of the company to an informal gathering of the stockholders, attended by President W. H. Acker; Vice-President F. F. Fairfield, of Marine City; S. D. Grant, the new manager, and Frank Keough, of Emmet. Mr. Preston hopes the sale of the property will wipe out all indebtedness. J. A. Heath, Secretary-Treasurer and general manager of the elevator, has not returned from the Polyclinic hospital in New York City, where he went just before the closing of the elevator. The Bank closed Tuesday, April 6, to avoid a run, following the closing of the elevator and the reported bad condition of its financial affairs.

The Lusitania massacre has made a profound impression on mankind, which must have great consequences immediately and as the years go on. The event is new in its kind, distinctive, startling and a proper subject for the consideration of statesmen and diplomats ever until such barbarous atrocities shall be eliminated from human history. The event may involve the United States in war with Germany. The subject is in the hands of the President and his advisers and thus far appears to have been handled with wisdom. With respect to those matters to which it is our duty to give attention it is extremely im-

portant, particularly as along with it comes a sense of the extraordinary inefficiency of the British government. At no time since the outbreak of the European war has the situation been so clouded and has furnished so few distinct tendencies which might

produce conviction on the part of the observer as to the outcome of the conflict. At the present time Germany's extraordinary power has scored for that country marked successes, against which can be set down only one great success on the part of the

The Old National Bank

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of $3\frac{1}{2}\%$ if left a year.



Service does not consist in the offering of specific information or accommodation—rather in the constant willingness and the perfect ability to meet another's needs—usual and unusual—skillfully. It is this sort of usefulness that is the mark of the service you receive at these banks.

Grand Rapids National City Bank
City Trust and Savings Bank
Grand Rapids, Michigan

Fourth National Bank

Savings
Deposits

3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

Wm. H. Anderson,
President
John W. Blodgett,
Vice President
L. Z. Caukin,
Cashier
J. C. Bishop,
Assistant Cashier

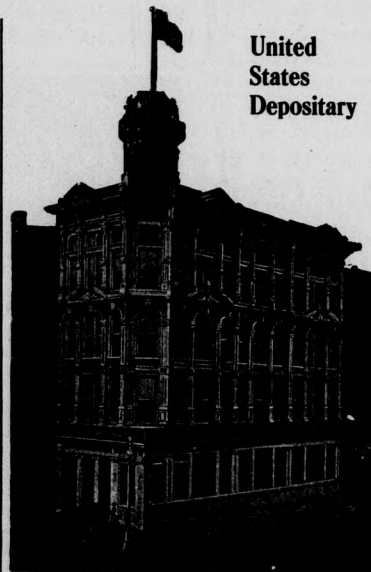
United
States
Depositary

Commercial
Deposits

$3\frac{1}{2}$

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000



Allies, that is the Battle of the Marne.

The Lusitania tragedy has had a pronounced effect on business in the United States. Pending negotiations have been dropped, enterprises well advanced have been held in abeyance, securities which had been purchased by dealers are unsalable to their customers and money tends more and more to accumulate in the banks because of the little demand by the business community. Huge as this misfortune is to the world as a war event, it is also hurtful to economic interests everywhere. But it is a comfort that alarm in this country has not been general or acute. If it had been, the emotion would have registered itself in higher rates for money. Everybody is simply waiting the possibilities of the near future.

The action of the stock market must be set down as once again evidence of the fundamental strength in American affairs. In the face of such a catastrophe as that of May 7 a plunge in prices was inevitable, for there are always speculative deals which run quickly on the slightest menace, and at first the extremest possibilities of the affair naturally appealed to the imagination of the trader. But buying power soon asserted itself, and the fluctuations of the market have hardly been so wide since that fatal day as they had been previously for some weeks. That variations in price will be marked for some time to come is inevitable. One almost wonders how there can be a security market in the midst of such troubles as the world is now experiencing. Prices have had to bear liberal sales of American stocks by Europeans. Not only is this the testimony of persons engaged in the trade but the rates of foreign exchange indicates it. We no longer hear of large importations of gold, although the balance of trade in our favor is still big. The foreigners are paying their indebtedness on this side partly with our securities.

Orders for war munitions continue to be received by manufacturers in this country although not on so numerous a scale as heretofore. Many of the mills are so crowded now that they will be unable to make further contracts and months will be required to complete those now in hand. Russia has called for 1,500,000 pairs of army shoes, and it is said that business pending aggregates well toward 5,000,000 pairs.

The extent to which the new war developments have checked normal business in this country will not be known for a while yet. Recent incidents had led to a reasonable expectation of an enlarged trade, and the bank clearings for April were the largest ever recorded for that month. The increase was however, almost entirely in New York, the remainder of the country showing a decline of 2½ per cent. Speculation on the Stock Exchange accounts in the main for

the New York record. Since the close of April there were material gains up to Thursday of last week, the record outside of New York being 3 per cent. increase. Bradstreet's report of failures for April shows 1,691 against 1,221 in April 1914 with liabilities of \$34,029,164 against \$17,705,784. The number was the largest ever reported for April. The same authority states that eighty-four cities scored a decrease of 6.3 per cent in building operations in April. There was a net decrease in idle cars from 327,084 to 289,627 in April but the May 1 total compares with 228,879 on May 1, 1914, that is there was an increase of 60,748 idle cars.

It is somewhat of a relief to have the controversy between Japan and China out of the way, the latter country having yielded to the demands of the former. The agreement potentially places China under Japanese suzerainty. The island empire appears to be carrying on a policy similar to that under which it acquired Korea. At first there were in the communications between these two powers many sweet words about mutual interests and the independence of each, later on some claims by Japan which looked rather small and which were granted and then a gradual fastening of the foids around Korea until it became Japan's prize completely. China will probably be absorbed into Japan.—Economist.

When War Is Over.

Is it likely, or not, that when the war is over, European manufacturers will flood our markets with their products? Our own manufacturers answer no; adding that Europe will be so completely occupied with its own reconstruction process that there will not be enough capacity for excess production to permit of keen competition for our market.

Imagination is responsible for half of our troubles—and our fool actions for the other half.

Ask for our Coupon Certificates of Deposit

Assets over \$4,500,000

GRAND RAPIDS SAVINGS BANK

Kent State Bank

Main Office Fountain St. Facing Monroe

Grand Rapids, Mich.

Capital - - - \$500,000
Surplus and Profits - \$500,000

Resources Over
8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank in Western Michigan

**We offer
High Grade
First Mortgage 6% Gold Bonds**

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Upon Request

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Ottawa Ave. and Fountain St.

Grand Rapids, Mich.

THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS

OLD LINE INSURANCE AT LOWEST NET COST
WHAT ARE YOU WORTH TO YOUR FAMILY?
LET US PROTECT YOU FOR THAT SUM

The Preferred Life Insurance Co. of America Grand Rapids, Mich.

GRAVES KEPT GREEN

THROUGH the administration of Cemetery Trusts this company is keeping graves green from the Straits of Mackinac to Southern Michigan. Small estates as well as large ones conservatively handled.

Send for blank form of will and booklet on descent and distribution of property.

THE MICHIGAN TRUST CO.

of Grand Rapids



Michigan Retail Hardware Association.
 President—Frank E. Strong, Battle Creek.
 Vice-President—Fred F. Ireland, Belding.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Advantage in the Handling of Automobile Supplies.

Written for the Tradesman.

There is considerable business to be done by the hardware dealer in automobile supplies. Whatever conditions generally may be, motoring has come to stay, and the number of motorists is steadily increasing. Every motorist in your own town, and every motorist who passes through, is a possible customer for the accessories you carry in stock. More than that the fact that you specialize on automobile accessories will bring your store to the attention of the public; and often the people who come to buy accessories will stay or return to purchase staples.

A specialty, properly handled, always stimulates business in staple lines.

The dealer's problem is to get together the most complete stock of accessories possible with the least possible initial investment. No merchant likes to plunge deeply into untried waters. At the same time, he must have adequate stock and equipment to cater to the trade.

First, he need not worry about the competition of the garages. There is plenty of business for all. The garage man is entitled to what he can get. He is often handicapped in the retailing of accessories by the fact that he is a mechanic rather than a merchant. Many garages pay very little attention to the accessories trade, devoting themselves chiefly to repair work. The merchant has the advantage that he knows how to advertise, he has a business reputation, he has had long experience in merchandising—and he is a skilled salesman, and has a corps of salesmen more or less skilled to help him.

Second—unless he decides to branch out into the garage line himself—the merchant who undertakes to handle accessories adds comparatively little to his overhead expenses.

Third, a vital item in handling this class of business is that the merchant himself, or one of his staff, should have a technical knowledge of automobiles, and be able to discuss intelligently the various makes of cars and their workings. This does not mean that the salesman should be able to take a car apart and put it together again, since that is not part of the work; it does mean that the salesman should "know his goods"—should

be acquainted with the newest models in cars and the latest things in equipment. This is an essential in selling any line of goods.

Finally, the merchant should be prepared to go after business aggressively and energetically.

He has an important advantage to begin with. If he wants to sell house paint, he must guess as to who are the best prospects; but it is merely a matter of searching easily accessible official records to secure the names of motorists in his town and in the surrounding country. Such a list will not be large, compared with other prospect lists that might be compiled; it is therefore a comparatively inexpensive proposition to go after these prospects by means of a "follow up" series of personal letters.

The personal letter, however, is never as effective as personal acquaintance and personal solicitation. The man who knows his customers personally has, as a rule, first call upon their trade.

A big item in the accessories business nowadays is the portable metal garage. Here, no initial investment is required, since sales are almost always made from catalogue. The garage is usually made of galvanized iron, and can easily be put together. The first sale is usually the most difficult. Once you have one of these garages sold and erected, you can use it to illustrate the article to other prospects. Naturally, the sale of the garage itself has some accompaniments, as the sale of cement for flooring, paint for protection and decorative purposes, and fittings of various sorts which, while not absolutely essential, will undoubtedly be found very useful and convenient. These include dripping pans, tools, gasoline, lubricants, wall hangers, bolts, locks and a good many incidentals.

Then, the handling of gasoline at retail will be found quite profitable, and will help to attract business in other lines. An important item is an underground storage tank; this may be sunk in front of the store and the standpipe painted a striking color with the magic words, "GAS" in big letters. Any motorist knows what that means; the "direct command" involved is most suggestive.

The country or small town merchant will find the auto accessories trade in most instances a very profitable line. He may have only a small local trade to pull from, but he will have no garage equipment; hence, the tourist trade that passes by is all his own.

A hardware merchant in a town of

1,000 people states that he has been handling accessories for two years and finds that business is steadily increasing. The number of local cars has increased from only four, when he started, to upwards of a score. A large proportion of his business was done with tourists, who are becoming numerous. He carried a limited stock, only about \$50 or \$60 worth, and yet did \$800 business in one year with that limited investment.

This was done largely as a result of a careful policy of "letting the other fellow carry the stock." Lines which were rarely in urgent demand were sold from catalogue; these could always be secured in a hurry from the nearest jobbing house. What the customer appreciates is the facilities afforded by the local store for securing small parts without delay. Such a policy is often advisable in the early stages of the business, when the cautious merchant is feeling his way; after he gets a grip on the local and tourist trade and can accurately gauge the probable demand, he can afford to carry a wider range of stock.

The country or small dealer can often secure a sub-agency for some standard car. This requires no initial investment; the cars are practically sold from catalogue or by demonstration of cars previously sold. Usually the merchant will find it advantageous to purchase a car for his own pleasure and use it for demonstrating and business purposes as well. The sale of cars has the added stimulus that, not merely is an immediate profit involved, but every new car sold means a new customer.

William Edward Park.

The Name on It.

The dealer in antiques was showing an old violin to a probable buyer. "Yes," he said, "this is of historical interest; that is the identical fiddle Nero played while Rome was burning!"

"Oh, that is a myth!"

The dealer agreed, saying:

"Yes, it is; and Myth's name was on it, but it has got worn off."

Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.
 Send for Samples and Circular—Free.
 Barlow Bros., Grand Rapids, Mich.

The Ventilation of School Rooms is a State Law Requirement

For years the heating and ventilation as applied to school houses has been one of our special features.

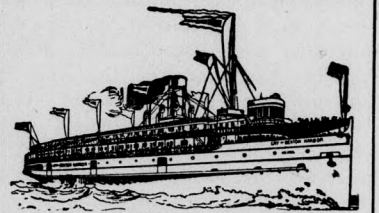
We want to get in touch with School Boards that we may send them descriptive matter.

A record of over 300 rooms ought to be evidence of our ability.

Steam and Water Heating with everything in a material line.

Correspondence solicited.

THE WEATHERLY CO.
 218 Pearl Street Grand Rapids, Mich.



CHICAGO BOATS

Graham & Morton Line

Every Night

SAFETY



FIRST

The added capacity to the Reynolds Shingle manufacturing plant brings their production up to 1,500 squares per day.

Of this great capacity there is fully one-third used in Michigan.

You can solve your roofing problems by using Reynolds Shingles—economical to buy, economical to lay and they give more beauty and real service than any other roofing material within a wide range of cost.

If your local dealer does not carry Reynolds Shingles in stock write the factory.

H. M. Reynolds Asphalt Shingle Company
 "Originators of the Asphalt Shingle"
 GRAND RAPIDS, MICH.

Foster, Stevens & Co.

Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.

THE MEAT MARKET

Oysters Are Now Safer Than Ever Before.

Washington, May 10.—Oysters now being shipped from the Northern oyster beds in interstate commerce are safer than ever before, according to the bacteriological specialists of the United States Department of Agriculture; fully as safe a food as milk.

This condition has been brought about through the sanitary surveys of oyster beds conducted co-operatively by the Public Health Service and the Department of Agriculture through the co-operation of the state shellfish authorities with the Federal authorities, and also by the oyster men.

As a result of the survey, every oyster bed polluted by sewage or other causes, from Virginia to Massachusetts, has been closed and many beds placed under such restrictions as to make it practically impossible for oysters subject to pollution to be shipped. All the oyster beds in the States mentioned have been charted. In certain cases these restrictions have compelled the transplanting of oysters for time long enough to make them absolutely free from danger of pollution. In this work the states have co-operated actively and the oyster men are seeing to it that no oysters from the prohibited sources enter the markets.

The Federal surveys consisted of taking oysters from the beds and making careful bacteriological examinations of them to determine whether or not the waters were contaminated in any way by sewage or other dangerous elements. These bacteriological examinations were supplemented by float tests made by the State authorities, starting a float at a source of sewage or other pollution and tracing its course to see whether it carried from the sewers to the oyster beds.

While outbreaks of typhoid fever which have come from local milk supplies or water supplies are frequently blamed on oysters which come from outside sources, it is recognized that the oyster can under exceptional conditions convey typhoid bacteria. The only conditions, however, under which an oyster can become a typhoid carrier is when it has become infected by typhoid bacteria taken from water that is polluted by sewage, or when after being opened it is washed in polluted water or allowed to come in contact with infected surroundings.

The survey also takes into consideration the condition of the houses where the oysters are kept and shucked, and makes certain that the oyster tanks, the floats where oysters are fattened in shallow water and the water supply used in washing the shucked oysters are also entirely free from danger of typhoid contamination.

It was found that shucked oysters as they now are packed for shipment can be sent long distances and arrive at their destination in the same condition, both bacteriologically and chemically, as they were when they were first opened at the Coast. One thing that has helped to bring this about is the regulation which prevents the shipping of shucked oysters mixed with ice or water, so that all shucked oysters shipped in interstate

commerce are sealed in tin containers surrounded by ice during shipment. The container is so sealed that it can not be opened and reclosed during transit. Experiments show that oyster flesh cannot be contaminated as long as the oyster shall remain closed. An oyster which arrives at its inland destination tightly closed is, therefore, entirely free from external contamination. The cleanliness of oysters in transit is assured by food inspection decision 110, which, in addition to prohibiting the shipping of shellfish from insanitary or polluted beds, makes it unlawful to ship and sell in interstate commerce oysters which have become polluted because of insanitary conditions or shipment in unclean receptacles.

Another practice which may not affect the sanitary condition of the oyster, but which may work an economic fraud on the consumer is what is called as "floating" or "drinking" oysters in water of less saline content than that in which they were grown to maturity. Providing the fresher water in which they are floated is free from contamination, this practice in no way adds any dangerous element to the oyster. Where an oyster is floated in fresh water for any length of time, however, it does absorb an extra amount of water and increases 20 per cent. in bulk. Many people prefer a fattened, less salty oyster to the natural article. In Philadelphia, particularly, the demand is for floated oysters.

Most of the floating is accomplished by putting oysters, still in their shells, in wooden floats. Some oystermen, however, add to the bulk of their oysters by adding water to the shucked oysters, and some even go so far as to put the shucked oysters into tanks and blow water and air under pressure through the mass of shucked oysters. The oysters under these conditions absorb both water and air and increase in bulk. Under the food and drugs act oysters treated and shipped in interstate commerce are controlled by inspection decision 121, which, while ruling that it is not improper to float oysters in their shells, requires that such oysters must be labeled "floated oysters."

Certain of the states, notably New Jersey, are now enforcing state regulations which prevent excessive floating of oysters. In New Jersey the Shellfish Commission prohibits the floating of oysters in fresh water over more than four tides, which is considered sufficient to lessen the salt content in the oyster and clean it from sand or other foreign particles. The argument commonly made for the floating—that it cleans the oyster of sand—is not given much credence by the food authorities.

An Effective Window Display.

A butcher who installed a canned goods department in his market just a year ago this spring, used an effective window display last summer that brought him a large amount of trade for that department.

He secured a handsome showcard which he placed in the center of the window. Lettered on the top of this

was a headline reading: "Dainty Summer Luncheons." Underneath were printed two menus on removable slips, each of them giving the details of an attractive meal which would tickle the palate during the "dog days." Running from each item in each menu was a ribbon to the article which was used for making it. These were displayed on the floor and sides of the window, each article bearing a small price sign. On the menu itself was printed the entire cost of the luncheon for four people.

The display was varied every other day while it lasted by putting up fresh menus on the central card, and using other products for its display. The butcher claims that, as he featured nothing but brands which he carried in his department, he found that a large number of customers were won over by this window display, and he believes that he will try it again during the coming season.

Edible Dog.

English bon vivants have been testing the merits of the Chinese edible dog, and they pronounce it very good dog indeed.

The dog is destined from the beginning for the table. Like the edible rat of the same country, it is fed mainly upon vegetable food, which is often delicately prepared and specially devised, in order to give the dog's flesh a peculiar flavor and aroma. The result is something quite different from the flesh of the ordinary dog of the Western world.

The genuine Chinese edible dog is known by its bluish black tongue. In infancy and early youth the dog's tongue is red, and upon reaching maturity and the edible age it suddenly becomes black, sometimes within two weeks.

Another peculiarity of this dog is its lack of the barking faculty. It is said that the dog can bark, and on occasions does so; but these occasions are rare.

Many experiments, most of them unwillingly, were made with the flesh of dogs during the Paris Siege. Newfoundland and St. Bernards were preferred, under the mistaken impression that they would prove more eatable than other varieties. They proved to be detestable in all cases.

The best thing to do is to do your best.

Boiling Bologna.

Round bologna should be boiled for 30 minutes in water heated to 160 degrees F. Long bologna should be boiled from 45 to 60 minutes in water at 160 degrees F., the length of time depending upon its thickness. After the bologna is boiled place them on a table or rack and pour boiling water on them to wash off the grease. Then pour cold water on them to shrink the casing. Allow them to cool in the open air or in a well-ventilated room before they go into the cooler, as this will prevent molded and slimy casings.

You can't convince the owner of a small automobile that a big one is worth the money it costs.

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Offers a Three Years' Course in Veterinary Science
Complying with all the requirements of the U. S. Bureau of Animal Industry. Established 1897. Incorporated under State law. Governed by Board of Trustees. Write for Free Catalogue.
200 Louis St. Grand Rapids, Michigan

MAAS BROTHERS Wholesale Fish Dealers



Sea Foods and Lake Fish
of All Kinds

Citizens Phone 2124 Bell Phone M. 1378
1052 Ottawa Ave., N. W. Grand Rapids, Mich

AS SURE AS THE
SUN RISES

**Voigt's
CRESCENT
FLOUR**

Makes Best Bread
and Pastry

PEACOCK BRAND Ham, MILD CURED Bacon

"Peacock Ham is more than fine
'Tis never weighted down with brine."

All-Leaf LARD

For Sale by all LEADING GROCERS

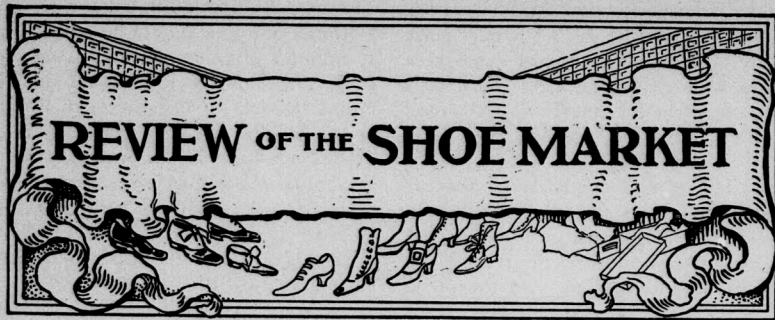
MEAT RESIDUE FEEDS
for hogs, cattle and poultry at the FEED STORE

Hollywood Brand

Sliced DRIED BEEF & BACON in Glass Jars
At Meat Markets and Grocers

CUDAHY BROTHERS CO.

Cudahy, Wis.



A Big White Season in View.

Most shoemen are looking forward to a big white season. This will not be confined to women's and children's shoes, but more white canvas shoes for men probably will be sold than ever before.

There is more than one reason why retailers expect to sell white shoes. First, and perhaps most important, women enjoy the coolness and comfort of white shoes. White dresses in hot weather are preferred to all others, and white stockings and white shoes complete this outfit.

Secondly, women tire of wearing patent leather and calf shoes as they do all through the fall, winter and spring. By summer, even though they have worn tan or other novelty shoes in low cuts during the early spring days, they are ready for their inviting white canvas shoes.

Third, white shoes are easy to keep clean. Those who prefer white dressing are able to "whitewash" the shoes easily and quickly.

There is still another reason why white oxfords and semi-colonial pumps will be popular this summer. It is because fashion has made the black and white combinations correct for summer wear. Most white low shoes will be bound with black braid, especially around the top. This will break the line between the shoes and stockings and will be very effective. There will also be vamp, fox and tip braid ornamentations.

White buck, calf and white kid are selling well in some sections at present, it being too early for white canvas. These are in boots and low cuts. It is not believed that white canvas boots for women will be in demand save for athletic purposes. There will be plenty of white felt soles in tennis and golf shoes, also white rubber and white leather soles.

Men have come to like canvas shoes so well that in many cities last summer they wore them to business. They are cool and because they are so comfortable men like to wear them. And they look well with gray, white or blue trousers. More men are wearing white trousers at summer resorts.

Retailers should watch this situation carefully. If you have not white shoes in stock look for the earliest signs of the season's demand and secure the styles that, judging from the illustrations in your trade paper and from what dealers are reported to be buying in the large cities, are in greatest demand. Most stock departments of shoe factories, also the larger wholesalers, will have white

shoes for at once delivery.—Shoe Retailer.

The Old Saying About Leather.

Almost from the time when Noah emerged from the Ark there has been a saying that "there is nothing like leather." Put the question to the manufacturer of rubber soles and heels and he will very promptly inform you that this statement might have been true in the days of old, but that now rubber soles and heels are entitled at least to the distinction of dividing the honor with that time-honored material—leather.

This statement, however, may be regarded as somewhat exaggerated, for it is undoubtedly true that more leather soled and leather heeled shoes are made than rubber soled and rubber heeled shoes, but the rapid increase and fast growing popularity of rubber for bottom stock and heels ought to be at least an eye opener to shoe manufacturers, even as it has been to the army of converts who have become accustomed to wearing other than leather soles on their shoes.

It must be borne in mind that there are rubber soles and heels and composition soles and heels, so-called, in which rubber and leather are so skillfully and cleverly combined that the soles are neither rubber nor leather soles.

The remarkable claim has been made by the manufacturers of combination soles that they will outwear leather. This seems, on the face of it, to be an extravagant statement, but the fact is that shoe manufacturers who have given both kinds of soles a thoroughly practical test for service claim that this statement is far from being an exaggeration.

Various manufacturers of men's and women's shoes carrying rubber or combination sole shoes in stock show a number of desirable styles of footwear ready for immediate delivery, and there is a good showing of these soles and heels in the fall and winter samples now being shown by the salesmen.

A Good Sales Plan for June.

Brides and grooms more than any other species of the "genus homo" are good prospects for the shoeman. All shoemen know this but the problem is, how to attract their attention. Here's the way a shoeman in a town of 50,000 in the Central States put it over.

First, he scanned the Sunday papers for the names of engagements, wedding parties and big social functions. These names were all carded and various advertisements were sent so

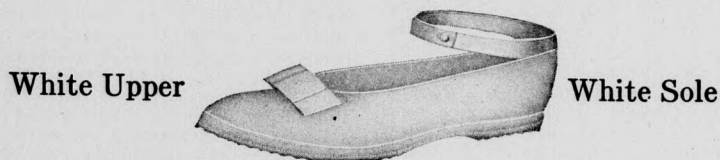
The fact is, you can serve them best if you sell them

Hood Tennis

"The Marvelous Line"

Every color wanted—Every style demanded—Many that no other maker can show you.

Notice This One



Ladies' Lakeside Mary Jane @..... \$0.90

Get in touch with Michigan's
"Live-House"

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Service in Every Pair



No. 8361 1/2



All Weather Wear Shoes

Are made from leather tanned especially for shoes to be worn on the farm. They resist the hard wear of the barnyard.

WE CARRY THEM IN STOCK

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich

as to familiarize these people with the name of the store.

The next move was to see that the stock of shoes, such as are needed for weddings, was in A-1 order. White satin operas and men's plain toe cloth top button shoes form the basis of this demand, and it was these styles that this merchant used to "put his story over" with. Occasionally a "full dress" trim was put in one or both of the windows. Wedding slipper advertisements were run in the local papers and it was not long before this store, out of five in the town, became known as the store that wanted to take care of "brides and grooms."

And this store got what it wanted, for be it known that brides and grooms are the most trusting and unbefriended race of people in the world, and wherever a welcome hand is extended they respond with a heartiness that is refreshing.

And be it also known, that this is one time in a young man's, or woman's, career when they have the money and inclination to buy good things.

Curious Policy of a Curious Shoe Store.

In the death last week of L. Kaufmann, the shoe retailer at the corner of Canal street and the Bowery, where he had been located for the past forty years, New York lost one of its shrewdest and most successful shoe merchants. Mr. Kaufmann died at the age of 64 years. He is survived by a widow, two sons, Ralph and Sidney, who will continue the business, and a daughter.

The store itself is in the nature of a curiosity shop. It carries practically everything in the line of footwear. At least half of the store, which is in a sort of basement underneath a bank, is given up to a telegraph office. One price is not known here. Their trade comes in to bargain, and when a price is asked probably half or less is offered until finally an agreement is reached.

In some instances shoes are sold at cost and below cost with the idea that the buyer will come back when he or she needs another pair, and will then more than make up for the loss on the first pair. Sixteen clerks are busy day and night. The store is practically never closed, as they are open Sundays.

It is one of the most unique establishments of its kind in this country. A pair of shoes may be sold at cost or below, but, on the other hand, another pair may sell at many hundreds per cent. profit, as for instance: The other day a customer came in for a pair of Japanese slippers which probably cost around 39 cents and paid \$7 for them. Such cases occur every month. The volume of business is enormous.

A New Canvas Shoe.

The shortage in the leather market, or the increasing demand for popular-priced footwear, may have had nothing to do with the recent appearance of a new canvas shoe on the market and yet either of these reasons would be quite sufficient.

The new canvas shoe, in construction, is on the 'moccasin order, and yet is not a moccasin. It is made without heels and the sole is of chrome leather, combining both flexibility and serviceability. The uppers are of white canvas, with a toe piece and lace stay of tan leather. These shoes are also made in black canvas. Prices range from 45 to 60c a pair, and retailers are enabled to dispose of them at \$1 a pair. This shoe appeals to vacationists and others who want an inexpensive summer shoe which may be thrown away when the summer season has closed.

Cross Purposes.

A well-dressed portly man stood for several moments watching a brawny porter, who was laboriously tugging at a large, heavy box which seemed almost as wide as the doorway through which he was trying to move it. Presently the kindly disposed onlooker approached the perspiring porter and said with a patronizing air:

"Like to have a lift?"

"Bet yer life!" the other replied, and for the next two minutes the two men on opposite sides of the box lifted, puffed and wheezed, but it did not move an inch. Finally the well-dressed one straightened up and said between his puffs:

"I don't believe we can get it in there."

"Get it in?" shouted the other. "Why, you idiot, I'm trying to get it out!"

A Boston Father's Definition.

"Pa, why does corn pop?"

"Well, you see, the starch polygons are of such a nature as to facilitate expansion and render it explosive in character; there is a fracture of a particle along its two radii, the endosperm swelling very considerably, the peripheral portions cohering with the hull, but the fractured quarters turning back to meet below the embryo—why, my son, where are you going?"

"I'm going to tell little sister."

Too Many Have Flat Feet.

Washington, D. C., May 17.—Because their feet are flat is the reason for the rejection of a large number of would-be recruits who have applied at the various army depots for enlistment as soldiers, according to reports received here. Among the applicants are a great many country boys and while there are many defects that bar them from being enlisted, the most common defect is flat feet.

Army officials attribute this to the fact that their shoes are improperly fitted and to the probability that the country boys indulge more or less in hill climbing. City men are also often so afflicted, but the cause with them, other than the first named for the countryman cannot be determined, unless it be from constant walking over streets paved with rough, uneven cobblestones.



Quality is Always Recognized

in whatever form it may be expressed. No person can fail to see in the

Bertsch and H. B. Hard Pan Shoes

all that the art of good shoe making can put into a shoe to form that unusual combination of STYLE and WEAR RESISTING QUALITIES which these lines possess.

You simply cannot go wrong on the BERTSCH (dress) and H. B. HARD PAN (service) Shoes, Mr. Dealer. Every shoe must measure up to the high standard of quality set for our goods. That's why there is such a tremendous volume of sales on shoes which bear our name.

Get started on these lines. You'll find them all high class, honest money makers.

BUILT FOR SERVICE—WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Mfrs. of Serviceable Footwear

GRAND RAPIDS, MICH.

WHAT THEN?



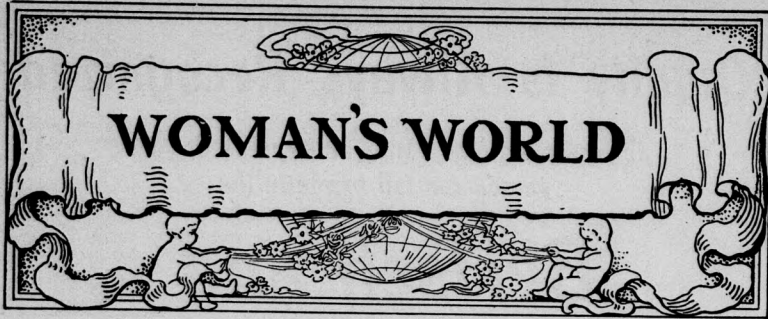
When the pair of work shoes you sell your customer to-day is worn out, what then?

Will he come back to you for his next pair?

You are building for the future when you sell ROUGE REX Shoes. They are of the quality that brings them back for more—solid leather throughout, and built for comfort and hard wear. Our chrome soles have no equal for durability. Send for complete catalogue.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Mich.



Tact and Common Sense In a Difficult Relation.

Written for the Tradesman.

The difficulties of filling satisfactorily the position of a son-in-law already have been commented on in these columns. While the young husband is trying to make good in the estimation of Her folks, the bonny little bride must tackle her task of winning her way into the hearts of His people. Her role is the harder one, because the requirements are more severe and at the same time more intangible. There is so much of psychology in the relation of the new wife to her husband's people, that success may depend upon intuition and doing the right thing on the inspiration of the moment rather than on following any set rules. What will work nicely in one case may prove a flat failure in another, so deductions from the experience of others is of value only in a most general way.

Where the young people hazard the experiment of living with the bridegroom's parents, it is a foregone conclusion that the two families will not get on smoothly together. Where this arrant foolishness is undertaken, my sympathies commonly are with the young wife, for she usually has the hardest time of it and is the one least responsible for the wretched arrangement. When persons supposedly sane and of sound judgment deliberately enter upon a scheme that from time immemorial has proved disastrous in ninety-nine cases out of a hundred, no advice can be given sage enough to save the situation. The sooner disagreement reaches the pitch that a separate roof-tree for the young pair is imperative, the better. The most angelic bride in the world is not sufficiently patient and sweet-tempered and self-abnegating to get along amicably with her mother-in-law while occupying a place which it not that of a daughter nor yet that of a hired maid, and which lacks the perquisites and advantages of either of those positions. This is not because a mother-in-law is necessarily a termagant or a virago or even a disagreeable person. She may be a very lovely woman and be making all kinds of sacrifices for her son and his wife. The fault lies in attempting an utterly impracticable way of living.

But when the young couple have a house or a flat or an apartment or a shanty or even a big dry goods box to themselves, then it is well worth the daughter-in-law's while to make a great effort to earn the regard and affection of her husband's people.

I say earn. For these desiderata are not likely to come without being earned. Nearly always the daughter-in-law must labor under the disadvantage of being somewhat unwelcome. Often his family would prefer that their son should not marry so young, or perhaps even that he should not marry at all. And where they are not opposed to his marriage on general principles, seldom it is that a young man selects just the right girl in the estimation of his folks.

A son-in-law sometimes has to contend against a like feeling on the part of his wife's people. But not so often nor is the feeling apt to be so strongly adverse. The standards set for him are not so unattainably high, neither is he so severely criticized if he fails to measure up. Families who have had daughters to marry off have come to know that sons-in-law, even such as may be classed fair to middling, do not grow on every bush. Frequently it may be a case of Hobson's choice to secure one at all. Having worked hard to capture the elusive prize, it certainly behooves them not to find fault with him.

The general wariness of men regarding matrimony causes a complete turning of the tables in the case where a family has a marriageable son instead of a daughter to be settled in life. They are not slow to see their advantageous position. They feel that any young woman would be extremely lucky to secure such a prize. And who ever knew a young man to choose a girl whom his folks considered quite good enough for him? A saint in goodness and a princess in rank would be none too high in his mother's estimation, and the father and brothers and sisters are likely to take their cue from her.

If the son is a model, not unnaturally they feel that his wife ought to be as faultless as they regard him. If he is dissipated or somewhat of a rake, will not a very nice girl be the best possible help to him in "bracing up?" So they reason.

Now in place of the aggregation of virtues and graces that his family feel she ought to be, there comes some very fallible little creature obviously full of faults and human weaknesses and frailties. No wonder they find it hard to smother their disappointment and make a pretense of bidding her welcome.

This is what the bride is up against—the vast discrepancy between what she is and the ideal that her husband's people think she ought to be. If it happens that the young hus-

band's immediate family consists of his mother only, he being her one chick and child in whom all her affection and interest are centered, the situation is difficult in the extreme. Still, even then it is not hopeless if handled with tact and common sense.

Little bride, painfully conscious of your unwisdom and inexperience, you will do best to take a middle course. In other words, begin as you can hold out. Your attitude should be conciliatory, you should be ready to meet all advances more than half way. But you should not commit the error of being too obsequious and servile. There is no occasion for you to fly off the handle because your mother-in-law, very likely with no other intention than of kindness and helpfulness, drops some little suggestion about your housekeeping. But on the other hand, don't fall into the habit of running to her for advice and direction about every little thing. Quietly make it understood from the start that you will manage your own house. Her oversight might be endurable now, but in time you would rebel against it. So don't invite it in the beginning.

Possibly you are of an aggressive temperament, a person to whom no one would dream of trying to dictate. As you are unwilling to brook any interference, be very careful not to impose any upon others. You will perhaps want to change the ways of your husband in various little matters. Well and good, if you use tact and discretion. But don't carry your reforming tendencies beyond your

own threshold. I have known daughters-in-law who tried to break their husband's old father or mother of some fixed liking or habit. Such an attempt is preposterous.

As a son-in-law is held in far higher estimation if he is a fairly able man financially, correspondingly a daughter-in-law who is saving and economical stands a far better show of being beloved by her husband's people than if she is wasteful and extravagant. Especially is this true if they are thrifty and frugal. In their eyes it is an all but unpardonable sin to squander their boy's earnings. The wife who keeps a man's nose to the grindstone is sure to be regarded with disapproval.

These few principles for general guidance. If in addition the bride can keep a level head, and cultivate a ready tact and sympathy and a broadness of view that will enable her to recognize merit in her husband's people, even though she is unaccustomed to their ways—in the long run she is almost sure to win out.

Let her remember that the situation has its difficulties for them as well as for her, and that usually their feelings are at least those of good will. More often than she believes they are willing to do everything in the world for her and hers. And let her never forget how important it is to her husband's happiness and to her own that friendship and affection and not bitterness and rancor should exist between her and his people.

Quillo.

We Have Manufactured and Sold

Boston Breakfast Blend



Coffee

Twenty-five Years

Extra Good Value and Moderate in Price

The Sales Have Increased Every Year. This is the Best Recommend We Can Give It.

Never Sold in Bulk

JUDSON GROCER CO.

The Pure Foods House
Grand Rapids, Mich.

RESOLUTE RESPONSE

Of William Judson To Address of Welcome.*

Your words of cordial welcome fall upon grateful ears and responsive hearts. They but confirm that which you have already made us feel by a thousand acts of courtesy, hospitality and comradeship.

Indeed, we not only feel welcome, but very much at home amid these associations. We are collaborators with the people of California and share in your prosperity and suffer in your adversity. We are not unmindful of the fact that the wholesale grocers of the Nation annually distribute millions of dollars worth of the products of California. Your green and dried fruits; your raisins, olives, oils, wines; your incomparable canned fruits and vegetables and honey are all staple products with the trade everywhere. We therefore have that comfortable feeling of visiting our business associates whom we honor and esteem and with whom it is a delight to associate.

Truly we may exclaim, in the language of the Apostle Peter on the Mount of Transfiguration, "It is good for us to be here." It is good for us to experience the expanding influence of traveling over portions of your vast system of railways, ramifying throughout California's 158,000 square miles of territory.

It is an impressive experience to travel over a State embracing within its ample bounds eternal snows, perennial spring and perpetual summer. It is an impressive thought that we are the guests of a State whose area exceeds that of the United Kingdom of Great Britain and Ireland by 37,000 square miles and that falls only about 50,000 square miles short of equaling the area of the German Empire.

It is good for us to breathe the cosmopolitan air of a country which produces the grains, grasses, vegetables, fruits and flowers of both the tropics and the temperate zone.

It is good for us to observe the modes of life among the people of a State within the borders of which may be found conditions of climate and physical environment congenial to the people of all lands, whether from the mountains of Switzerland, the alluvial plains of Hungary or the sunny valleys of Italy.

It is good for us to be the guests of a city that made a springboard of its own destruction with which to vault over seemingly superhuman obstacles and set the pace for the whole world in civic enterprise.

Last, but by no means least, it is good for us to come in contact with men of such sublime moral courage, such resolute determination, such unflinching faith and such incomparable constructive ability as our hosts, the citizens of San Francisco.

Not only were you compelled to overcome the ordinary difficulties inseparable from an enterprise of such vast magnitude, but at the critical moment your great undertaking was

*Address by William Judson before annual convention National Wholesale Grocers' Association at San Francisco, May 19.

jeopardized by the sudden development of tragic world conditions that carried dismay to all hearts and even threatened the destruction of modern civilization. It is not too much to say that the universal verdict of the Nation, at one time, with the exception of the people of San Francisco and California, was that the opening of the Panama-Pacific Exposition would have to be postponed, but the amazing scene that unfolds before the world to-day in your wonderful city is the answer of the resolute people of the Golden Gate, who have banished the word "fail" from their vocabulary.

We sometimes falter between two theories of life; the one "There is a destiny that shapes our ends, rough hew them as we will," the other that "Man is the architect of his own fortune."

The triumph of the builders of your Dream City is the strongest argument that has ever come under my observation in favor of those who take the side that man is the architect of his own fortune.

Be assured that the inspiration of your accomplishments will bear fruit in the lives of your guests, the Wholesale Grocers of the Nation, whom you are honoring with such signal and unusual honors.

These thoughts inevitably lead to a more comprehensive thought. The influence upon the race of your achievements in the Panama-Pacific Exposition is difficult to exaggerate. Many things conspire to make it peculiarly educational in character, impressive in achievement and inspiring in sentiment. The event that it celebrates—the opening of the Panama Canal—is an epoch-marking event in the history of the human family. Its influence upon the destiny of the race would be difficult to exaggerate. The effect of the opening of the Panama Canal upon California in particular and the Pacific slope in general is impossible to overstate.

In our wonderful country realization has always transcended prophecy, however optimistic that prophecy might have been. It staggers the imagination to contemplate the effect of the great increase in population and wealth that the opening of the Panama Canal will contribute to the Pacific slope.

Your wonderful Dream City, with all of its beauty and magnificence; its architectural symmetry and its wealth of artistic adornment is but a prophecy of the actualities in wealth, culture, refinement and opulence that is to follow in its wake.

Within the beautiful buildings that your genius and energy have created we may read the history of the achievements of the human race to date, as well as the prophecy of its future accomplishments. The wonders of their architecture and the enchantments of their embellishments are profoundly and imperishably impressive. Within the palaces of this Dream City the triumphs of applied science, in all spheres of human endeavor, are overwhelming to contemplate. The wonders of the lab-

oratory, the forge, the factory and the field; the speaking canvas and the reposeful marble, all conspire to stimulate the noblest sentiments of which the soul of man is capable.

You know that under the Mosaic law there were established in the Holy Land certain cities of refuge to which certain classes of offenders against the law could flee and be safe. In this tragic period of strife and bloodshed, when the energies of civilization are so largely turned to the destruction of life and property, it is a happy circumstance that San Francisco has become, so to speak, a city of refuge from the bitterness and the unspeakable horrors that now afflict the human family.

It would seem impossible that any man could stand in the presence of the beauties or exist under the hallowing inspiration of your Dream City, and at the same time indulge feelings of revenge, hatred and brutality. I therefore repeat that it is a most happy circumstance that San Francisco, by materializing in one comprehensive perspective all the best deeds and noblest achievements of the race, has become a beacon light of hope to dismayed mankind.

With her exposition of the constructive triumphs of man, amid a setting that inspires tranquility, peace, hope and aspiration for high achievement, she is indeed a city of refuge from the black despair of hatred, destruction and bloodshed with which the world is now ravaged.

From San Francisco and her exposition of the triumphs and benefactions of peaceful pursuits will emanate influences making for peace and its joys, humanity and its benefactions, industry and its blessings, prosperity and its comforts.

In this connection, I can not refrain from dropping a word of admonition in the interest of a common sentiment of loyalty to the best interests of all the people, in all the walks of life, in all parts of the United States.

It is an old saying that confession is good for the soul. Let us, preliminary to a resolute determination to be more loyal to each other and to our common country—let us frankly confess that sectional sentiments and certain group segregations have, unhappily, crept into our National household and somewhat marred our National harmony for sometime past. We have heard too much of the West against the East; we have heard entirely too much of the masses against so-called "big business," and we hear entirely too much of capital against labor.

When we contemplate your beautiful Dream City and realize how impossible its construction would have been without a combination of all these elements—capital, labor, artist and artisan—we have an impressive object lesson of how dependent this great Nation of a hundred million people is for success and prosperity upon the united and harmonious efforts of all. Just in proportion as our efforts are united and harmonious, with justice and rewards to each

according to his deserts, will we prosper and thrive as a Nation.

The exemplification of these sentiments in our daily lives is more obligatory upon us now and more important to the world than ever before.

We should present such an example of National solidarity and righteous treatment of each other and in just and amicable treatment of the Nations of the whole world as to excite the admiration and stimulate the emulation of mankind at large.

You know that a strong, virtuous character in a neighborhood gives tone to the whole community. A strong virtuous Nation, such as we may be, living in harmony and exemplifying high ideals, would be an unspeakable blessing to mankind at this time.

It is painfully evident that we—the American people—have injured ourselves grievously in mind, heart and purse by indulging our petty, sectional and group grievances.

But happily—and I am so glad to be able to proclaim this—there is a growing "get together" sentiment all over the country. We have found by humiliating and costly experiences that our petty resentments don't pay and we are becoming ashamed of our contemptible local and group jealousies.

We have learned that no section and no calling has a monopoly of the virtues; we have learned by a salutary experience that in the prosperity of all lies the welfare of each, and I want to plead with all the fervor of my nature that in our common love for our common country, the members of the National Wholesale Grocers' Association and all others whom I have the honor to address put forth every effort to further the feeling of confidence and good will on the part of all men everywhere so that we may be worthy of the bountiful heritage that God has given us, so that we may rise to the heights of individual excellence and National greatness, for which opportunity is provided, and so that we may embrace and enjoy the amazing prosperity that is knocking at our door.

In conclusion, and on behalf of the National Wholesale Grocers of the United States, I want to thank the citizens of San Francisco and of the State of California for their cordial welcome and unbounded hospitality.

A man is always expecting his friends to do for him what they expect him to do for them.



Mr. Squeegie says:

"Get the reliable tires at fair-listed prices from a reliable firm."

In Grand Rapids I'm stopping with our distributors

SHERWOOD HALL CO., LTD.
GRAND RAPIDS, MICH. ■ ■ ■



Success With Women's and Children's Underwear.

Written for the Tradesman.

In this we will consider just the knit, not the muslin.

It is one of the nicest lines to handle in the whole dry goods business, the underwear. The goods being in boxes are kept free from dust and dirt. The boxes stack neatly on the shelves, so there is no possible excuse for not keeping the stock in order. There are changes in styles, but these do not come abruptly. There is or should be practically no loss from going out of fashion.

There is sale for underwear every day in the year. It has its seasons of moving faster and slower, but there is a considerable demand all the time. It is used by all classes and conditions of people, and the aggregate sales are large. Altogether it is one of the lines that can be handled with great satisfaction and with a very fair profit. It is well worth the while of every dry goods man to try to make a great success of his underwear department.

Just when did knit underwear come in?

Certainly there are many of my readers who can remember when underwear was all made from piece goods. In those days, in the average store a good supply of bolts of muslin for summer, and a full assortment of pieces of flannel for winter, made a full and complete stock for all the underwear department there was.

The health-giving, life-preserving, disease-exterminating properties that were believed to inhere in red flannel! For "rheumatiz" it was popularly regarded as, if not a sure cure, at least an indispensable alleviator. Long after the knit garments came in, the scarlet ones were preferred by many, as possessing peculiar virtues. Does any one wear them yet?

The active part which imagination still plays in wearing apparel is amply evidenced in the underwear department. The Christian Scientists and Mental Healing people hardly need stronger proof of their great tenet that "it's all in the think," than the fact that some women find it absolutely necessary to wear wool undergarments of heavy weight, while others, even in coldest winter weather, prefer thin and sleeveless silk or cotton gauze; and the latter are the ones who invariably declare themselves to be "perfectly warm and comfortable."

In those old days when underwear was all made from piece goods, not so large an investment of capital was required. When you consider that

in women's and children's knit underwear the different materials, cotton, lisle, all silk (strictly speaking this usually is of an elastic weave and not knit), silk and wool, all wool, and merino are in common use; when you think that just in women's summer-weight union suits there are at least five distinct cuts, different combinations of low neck and high neck, no sleeves, wing sleeves, elbow sleeves and long sleeves, and knee and ankle length; when you think of the different weights and qualities and sizes and kinds—it is plain that anything like a complete stock of underwear counts into money.

This bears hardest on the country and small-town stores. With such, and indeed with all stores except the very largest, the only solution of the problem is to make selection of a comparatively few lines, of sorts that meet with largest sale, cutting out all very high-priced garments and all kinds for which there is only occasional call. A surprising amount of business can be covered with a few lines that have been chosen with discrimination and are kept well sized up, although of course a larger assortment is better, and every dealer should be ambitious to have his stock as complete as circumstances will justify.

In buying, look not alone to material, weight and price, but to cut, make and finish as well. It would seem that terrible caricatures of the human figure sometimes serve as models in underwear factories. Good material is cut into forms of ugly shapelessness that can bring only discomfort to the unfortunate wearers. Especially in union garments the shape and fit are all-important. A union suit always should be a little loose and easy, but never too long and large. On the other hand one that is short in the body or at all tight anywhere is most uncomfortable, and does not wear nearly so well as one of proper size and correct proportions.

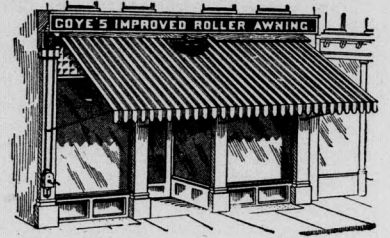
In underwear as in other goods there are strong points of advantage in handling the widely advertised makes. This is especially true if a store is bidding for high class trade—the kind of people who read the best magazines and periodicals. The widely advertised article usually has much of genuine merit, and the manufacturer's faith in it makes him willing to stand behind the goods.

The rule which some stores have adopted, "Underwear can not be exchanged after being tried on," is open to some criticism as a practical working policy. It no doubt caters to the

demand to have everything sanitary, and so marks the store as being up to date. And there is no question but many customers would object strenuously to underwear that another person had tried on—if they knew about it. The other horn of the dilemma is that these same customers would feel themselves grievously wronged if compelled to keep a garment that had merely been tried on and found not the right size.

When a customer is buying for herself and of a kind she has worn before, she usually knows just what to get and no exchange is necessary. But how can any one be certain just what is the right size for a rapidly growing child, or for a grown person when buying of a kind that

AWNINGS



Our specialty is **AWNINGS FOR STORES AND RESIDENCES**. We make common pull-up, chain and cog-gear roller awnings.

Tents, Horse and Wagon Covers, Hammock Couches. Catalogue on application.

CHAS. A. COYE, INC.

Campau Ave. and Louis St. Grand Rapids, Mich.

PEARL BUTTONS

The demand for Pearl Buttons is increasing. A well assorted stock properly displayed is sure to increase your sales. We are showing a big line put up in attractive display cabinets.

Two especially good values in salt water Pearls packed 100 cards assorted sizes to cabinet, \$7.50 per cabinet. Fancy shaped trimming buttons are very good at present.

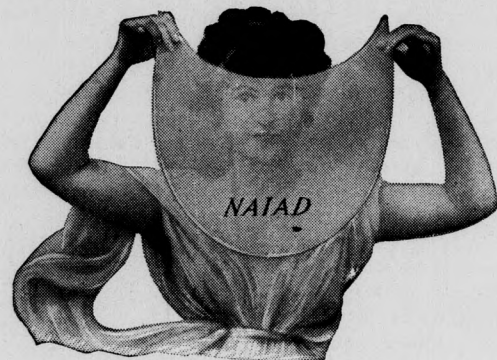
We can supply your every want in Pearl Buttons promptly.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

"The Crowning Attribute of Lovely Woman is Cleanliness"



NAIAD Dress Shields

add the final assurance of cleanliness.

FREE FROM RUBBER

Can be quickly sterilized in boiling water. All styles and sizes to fit every requirement.

Regular, Full Dress, Shirtwaists are made in flesh color. Guarantee with every pair.

Naiad Waterproof Sheeting for the nursery and hospital

The C. E. CONOVER CO., Mfrs.
101 Franklin St.

New York

never has been worn before? The rule surely would have a tendency to drive away cautious shoppers and new customers. Such would go to some shop where the return privilege still is allowed. And the rigid enforcement of the regulation would cause serious dissatisfaction on the part of old customers, whose patronage it is most desirable to retain.

The rule posted conspicuously might serve as a convenient disclaimer in case a garment should be brought back soiled or showing plainly that it had been worn for a time, and so been rendered unsalable. A violation of the strict letter of the law by a good customer and a tidy, unobjectionable person would likely be winked at by most managers. However such discrimination can not be kept entirely secret, and allowing some to break a rule while others are held to its rigid observance lays a store open to the charge of "picking and choosing."

It would seem a more feasible plan to allow to all respectable persons the exchange privilege on undergarments brought back in good salable condition, and to draw the line at wearing and soiling rather than at merely trying on. A little care on the part of the salesperson in guiding the customer in selecting the size, will save much of the bother of returns and exchanges. Fabrix.

Pure Pop Requires Eight Per Cent. Sugar.

Lansing, May 18.—Michigan has set many a lead in legislation on pure food and drink, but the Legislature of 1915 "pulled" a good one that has escaped its own notice.

Hereafter all bottled cider and grape juice manufactured and sold in the State must show at least 8 per cent. of sugar, according to a new act which is now up to the Governor. The chances are that he will sign the bill, but if he does Food and Dairy Commissioner Helme will not enforce that feature of it. He says so himself.

This joker is in the "pure pop" bill which was introduced into the Legislature at the request of Helme to regulate the manufacture of pop from syrups. When the bill got into the House, some member thought that cider and grape juice should be put in the purity class, so after the words "carbonated beverages" were added "grape juice and cider."

But the amender just stuck in the words and never looked to see what sense they made.

Down toward the tail end of the bill there is a clause providing for the 8 per cent. sugar test. Here also occurred the words "carbonated beverages," so in went "grape juice and cider."

According to Helme this particular amendment is foolish and if insisted upon by the pure food department, might work all sorts of hardships on the manufacturers of grape juice in the grape belt.

"Perhaps those fellows with their amendment builded better than they knew," says Helme. "I have always been told that the man who drinks a sweet drink has no appetite for liquor. Take it from me, either grape juice or sweet cider with 8 per cent. sugar will be some sweet drink. Perhaps it was a 'dry' who put the amendment in."

The boss who gets the reputation with his employes of being a scold will find it hard to get or hold the kind of help he wants.

SALESMEN-SALESMANSHIP.

Characteristics of the Successful Road Man.

Battle Creek, May 18.—The words heading this article stand for two of the most essential men and professions in this modern age.

Every human being has to be a salesman of some type and the science of salesmanship has no limit to its possibilities.

Every man has to sell his own services and his natural talent coupled with his desire and disposition to advance, determines how far he will advance.

Salesmanship is the easiest profession to enter and the hardest one to stay in and advance in.

The methods and dispositions of salesmen are a deep study. There is no fixed rule to follow to make a successful selling goods, but a truly successful road salesman has followed and put to work the following general facts and truths. When I say successful road salesman I mean a man who has gone into a territory and built up a profitable business for his firm; a man who has got something to show for his efforts, and a man who has played the game in such a square, fair manner that his competitors speak as well of him as his house, patrons and friends. This condition cannot always hold good, for as a rule, the successful road salesman's competitors are not generally of a type that would admire their successful rival, which may be one of the reason of their less successful efforts.

A really big successful salesman told me his results came from the possession of and the exercise of good health, perfect confidence in himself and his goods, square dealing, a good memory, hard work and the ever present desire to help and please.

He did not say he had a natural talent for sizing up his man, but that I know. He did not state that he let his patron do some talking and often sell himself, but that I know.

He did not say that he asked for and received Divine help, but that I know.

He did not tell me that he always spoke well of his small and unclean rivals, but that I know.

He is magnetic. He draws people to him. He is sure of himself, yet daring.

He is loyal to his house and family.

He never tells his trade his petty and serious troubles. He has to hear and bear a lot of his trade's fancied and real griefs, but his perfect self control, coupled with his well mental poise, keeps him from carrying them and passing them along.

He never misses an early train. If a part of his line is weak he tells his house, not his trade. He does not underestimate or overestimate his rivals. If anything he overestimates his own ability, but he is so constituted that it serves as a stimulant to his own natural mental power and his tact is so delicate and sensitive that that fact remains unknown to his patron. He is proud and yet humble. Just humble enough to be a really truly human being. He is slow to anger and quick to return to normal. He never nurses a grudge and is never "after the other fellow's scalp," Indian style. His pleasures are keen and his grief is intense.

His ideals and standards are high; away above the common herd. To a man of less perfect balance he would be working out of harmony, but he knows the straight and narrow is the right road and he works to maintain his health, trade and self-respect by doing as he should.

His faults are as numerous as the most of us, and he is wise enough to know them. He tells me his every day fight (mental) is not with his trade, but with himself.

A man of this type has a wide mental range. He can go from a happy, light-hearted, sure-footed fellow to a mental state of depression that only people of his type can appreciate. But his perfect health and mental poise keep the outward appearance jovial and serene. He finds people he cannot sell. He finds people he cannot please. He finds people who do not understand him. He finds people who do not believe his story. But he rises above all his petty grief, because he is sure of himself and is doing his level best.

Salesmen and Salesmanship are not things of wonder and awe. A normal man living and thinking a good clean life will often develop a good example of both. Traveler.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
Am. Light & Trac. Co., Com.	305	315
Am. Light & Trac. Co., Pfd.	107	110
Am. Public Utilities, Pfd.	62	65
Am. Public Utilities, Com.	28	32
Cities Service Co., Com.	45	50
Cities Service Co., Pfd.	55	60
Comw'th Pr. Ry. & Lt., Com.	51	54
Comw'th Pr. Ry. & Lt., Pfd.	80	83
Comw'th 6% 5 year bond	97½	100
Holland St. Louis Sugar	4	5
Michigan Sugar	62	65
Pacific Gas & Elec. Co., Com.	47	50
Tennessee Ry. Lt. & Pr., Com.	6	9
Tennessee Ry. Lt. & Pr., Pfd.	30	35
United Light & Rys., Com.	43	47
United Light & Rys. 2d Pfd.	69	71
United Light & Rys. 1st Pfd.	70	73
United Light 1st and Ref. 5% bonds	82	85
Industrial and Bank Stocks.		
Dennis Canadian Co.	80	90
Furniture City Brewing Co.	40	50
Globe Knitting Works, Com.	130	140
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	90	100
Commercial Savings Bank	220	
Fourth National Bank	220	
G. R. National City Bank	169	175
G. R. Savings Bank	255	
Kent State Bank	245	250
Old National Bank	189	195
Peoples Savings Bank	250	

One can't always tell a barber by his mug.

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.

TO REACH YOUR PATRONS AND FRIENDS USE THE MICHIGAN STATE TELEPHONE

"Sunbeam" Luggage



TRUNKS, SUIT CASES AND BAGS

RIGHT NOW is the time to stock up on these excellent values, with the spring and summer travel just ahead of you.

"Sunbeam" Luggage will withstand hard service—they are made to wear. They will build up a foundation for a bigger and better business for you. Your order will be shipped promptly and you will find the goods just as represented.

Our new catalogue not only shows you "what's what" in the Luggage line, but it actually places them within your reach at prices that will surprise you. If you haven't a copy, send for it to-day—NOW.

Brown & Sehler Co.
Home of Sunbeam Goods
Grand Rapids, Michigan

The Laborer Usually Knows



that all indigo drills look alike when new, but there is a decided difference after they have been worn and washed

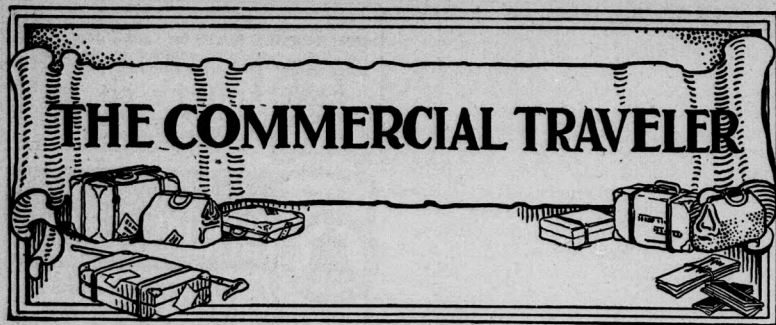
EMPIRE OVERALLS are made from Stifel's Indigo Cloth (which has the name stamped on the back) and this make of cloth has held the confidence of garment makers and wearers for more than 75 years. Overall department buyers should look for "Empire" on the ticket of the garment and "Stifel" on the back of the cloth because it is a double guarantee of service and satisfaction. A trial order will prove this.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids

Michigan



Grand Council of Michigan U. C. T.
 Grand Counselor—M. S. Brown, Saginaw.
 Grand Junior Counselor—W. S. Lawton, Grand Rapids.
 Grand Past Counselor—E. A. Welch, Kalamazoo.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—W. J. Devereaux, Port Huron.
 Grand Conductor—Fred J. Moutier, Detroit.
 Grand Page—John A. Hach, Jr., Coldwater.
 Grand Sentinel—W. Scott Kendricks, Flint.
 Grand Chaplain—A. W. Stevenson, Muskegon.
 Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. N. Thompkins, Jackson.
 Next Grand Council Meeting—Lansing, June.

Michigan Division T. P. A.
 President—Fred H. Locke.
 First Vice-President—C. M. Emerson.
 Second Vice-President—H. C. Cornelius.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

Keeping In Close Touch With the Men.

Our experience indicates that the best way of keeping a body of salesmen interested in their work, keenly alert to the interests of their house—is to communicate with them regularly from headquarters; to inform them by means of the house organ or otherwise of every detail regarding their end of the business—the selling end—to keep them posted on the sales that are being made by their contemporaries in the field and all the conditions affecting the force, generally.

We give our salesmen every pointer obtainable. We conceal nothing, feeling that such a course would affect the salesman's confidence in the house, and appreciating the fact that without his confidence we could not get his heart-work.

Each salesman in our force gets mail matter fired at him as often as we know his postoffice address—which is to say that we communicate with him with almost daily regularity.

One communication follows another before the first gets cold and, if he gets nothing else, he always gets the house publication which is printed and mailed daily without fail.

We have given this paper a permanent name, The Daily Success. The selling force has become to a degree dependent upon the information, instruction and inspiration it contains. The efficiency of the house organ as a helper in business-getting has been tested and proved; most of the men agree as to its usefulness to them.

Our records for each day close with the last in-coming mail at 3:30

p. m. and 5:30 The Daily Success is ready for mailing back to the men. It tells what we've done for the day—tells in detail the business done by our selling force in the twenty-four hours since the previous issue. It compares each day's business transacted on the corresponding day of the previous year. It gives the names of those men who pass a given mark of excellence, and comments briefly on the day's work. It is the pulse of the house, as it were, which is felt by each man on the firing line—a barometer of headquarters' feelings. It promotes a friendly rivalry among our salesmen which redounds to the benefit of all concerned.

In my capacity as editor of such a paper, I have grown to appreciate fully the fact that to let its contents become stale or monotonous would be to ruin its object and effect. I therefore run matter of a widely diversified nature, yet all with an eye to being of interest in some manner, directly or implied, to the profession of salesmanship. I realize the impossibility of pleasing all the men all the time, and figure that what interests the Jones' to-day might fall flat with the Smiths; but I endeavor to give the Smiths theirs the next day.

I know from observation and from the assurances of our men, that this daily paper gets the attention and consideration of every one of our ninety-two salesmen at least twice a week, if not in each case every day. It fully accomplishes its purpose—which is to keep the men interested in their product, and in the progress which is being made by their fellow salesmen and by the firm. It does that and more. Some of the men say that it opens up many a selling talk for them, gives them pointers effective in closing hard sales, and some cite instances where a sale has actually been made solely through disclosing certain of the paper's contents to a prospective customer.

If a house organ is kept fresh, snappy, up-to-date and as far from monotony as possible, it will be read eagerly by a big majority of the sales force. It will have the effect of keeping them interested—and to keep them interested is to keep their enthusiasm up to concert pitch. A salesman needs to be enthusiastic in order to succeed. He can not be enthusiastic unless he is genuinely, keenly, incessantly interested in the big four of his profession, viz., his house, his goods, his customers and himself.

In order to grip the interest of most of the selling force most of the

time—not a part of it part of the time—a good deal of tact is needed in the selection of material for such a publication as ours. The following extracts from The Daily Success may give an idea of what is likely to prove popular:

"You all have pointed out to you the time and the place to talk about shoes. The time is now, and the place is wherever interest in shoes is manifested, or wherever it ought to be manifested. If you know your line, or are even only fairly well acquainted with it, you also have the 'what' to speak about. The combination comprises the greatest wisdom of speech, and the use of this combination by our men is evidenced by the great amount of orders we are receiving daily.

"And yet there seem to be a few salesmen who are content to take the retired position, and who evidently do not exercise the greatest wisdom of speech, but take the next best—silence—and consequently sell few goods.

"The man who whispers down a well about the goods he has to sell never collars as many dollars as he who climbs a tree and hollers. It takes more than silence to sell goods. Some one has said that 'silence is eloquent,' but that kind of eloquence never reared such a commercial house as ours."

Another example of the sort of thing the boys are apt to like may be chosen:

"Every one of our men has a white hot opportunity to clean up a good sized pile of pay dirt this season. Never was the country in better condition than now, nor the prospect of the future any brighter. Never was your particular line of trade of higher value, or in greater demand. The season is NOW—the samples are A No. 1—the trade wants shoes—and we want it to be supplied with ours. This is your chance. STRIKE!"

We always have some sort of cartoon to back up this inspirational matter. Another part of the paper may be devoted to specific arguments to use in certain cases, or to precept and example; and the remainder (but to the salesman in our line, by no means the least interesting or vital part) to a statistical bulletin of the day's business.

Such a method, or any other which keeps salesmen in touch with each other—which makes each man feel that he is one of a body fighting for a general cause—which downs the notion of isolation on the road and keeps enthusiasm up to pitch, is well worth while. Bert Barnett.

"I Can Buy Goods at a Lower Figure."

"Yes, Mr. Blank, you can buy goods that will answer a certain purpose at a much lower figure. The same chance is open to every merchant in your line in the United States; but of all those that have the opportunity to do so, comparatively few take advantage of it, and those that do are not in the front rank of trade.

"You must remember that the ten-

dency of all demands is toward quality. The manufacturer preaches quality in his advertisement, and the public looks for it. Buy an article that has not been advertised as of the highest equality—place this article on sale alongside of one that has been advertised as far above the ordinary, and see which one the customer will choose even when the article of quality is higher priced than the other. The public cheerfully pays the price for it, and is everywhere demanding a better class of goods—the best that the designers can design, and the manufacturers turn out.

"There can be no lower figure on this class of goods without a corresponding inferiority in quality. The cost of a product is figured so closely by every manufacturer that he knows to a fraction of a cent what his goods cost him, what it costs to sell them, and what profit he must have in order to continue in business. This line is one that comes to you at a merely nominal profit, and the goods must be slighted somewhere when you get them at a lower price.

"When you consider our facilities are the best for manufacturing, our organization is as nearly perfect as it is possible for an organization to be, and that the goods come to you at a merely nominal profit, this means that you get a splendid value at the lowest possible figure that qualify of product will allow." L. B.

The Secular Seal.

The lad who was applying for the job of office boy presented his credentials feeling sure that the coveted job would at once be his. The elderly gentleman at the head of the concern read the papers carefully and then surveyed the lad over his spectacles.

"It's a very nice thing for you to have these recommendations from the minister and the Sunday School teacher," he said, "and it's in your favor that you're an honest-looking lad; but I'd like to have a few words from some one that knows you on week-days before I put you to work for me."

HOTEL CODY

EUROPEAN
 GRAND RAPIDS, MICH.

Rates \$1 and up. \$1.50 and up bath.

Hotel Brezlin

Broadway at 29th St.
 New York

"An Hotel Where Guests are Made to Feel at Home"

A High-Class Hotel
 with Moderate Rates.

Exceptionally Accessible

500 Rooms—Reasonable Restaurant Charges

RATES:
 Single Rooms with Running Water \$1.00 to \$2.00
 Single Rooms with Tub or Shower Bath \$1.50 to \$5.00
 Double Rooms with Running Water \$2.00 to \$4.00
 Double Rooms with Tub or Shower Bath \$3.00 to \$6.00

UNDER SAME MANAGEMENT AS
 COPLEY-PLAZA HOTEL, BOSTON
 EDWARD C. FOGG, Managing Director
 ROY L. BROWN, Resident Manager

Late News of Interest to Travelers.

Allen F. Rockwell, Secretary Grand Rapids Council, writes the Tradesman as follows: "Change of Location! The next meeting of Grand Rapids Council will be held Saturday, May 29, at 7:30 p. m. in our new headquarters, 38 Ionia avenue, third floor, over Grand Rapids Railway offices. Remember the date. Remember the place. Everybody come."

The Hotel Stimpson, at Milan, is in the height of house cleaning. It would be well if all Michigan hotels cleaned up a few times a year. Charles Maynard is some landlord and always makes the boys feel at home.

J. E. Martin, the new proprietor of the Lakeside Inn, Whitefish Lake, is more than making improvements at his resort. A store building, 18 x 50 feet in dimensions will be built just east of the dancing pavilion, the hotel is being redecorated and refurbished throughout, several old buildings back of the hotel have been taken down, a new ice house will be built, and this fall the barn will be succeeded by new horsesheds and an addition to the garage will be built.

Corbett and George Doherty, of the firm of Doherty Bros., who for eight years have conducted a meat market in Petoskey, have leased the Haertel Inn for a term of years and will conduct it as a summer hotel. The name of the house will be changed to the Grand Hotel and it will be opened for business about the middle of June. Henry Haertel, owner and former landlord of the hotel, gave possession to the new landlords Monday of this week.

The Dexter Hotel, at Ionia, has been placed in the hands of a receiver. Several merchants there have for some time been demanding that the management either pay up or that supplies would be cut off. W. P. MacFarlane, the landlord, left some time ago and the hotel has been in charge of Mrs. William White. Saturday night the creditors informed Mrs. White that unless something was done immediately, no more credit would be given. MacFarlane was notified and returned to Ionia Sunday night. It was thought best by MacFarlane to place the hotel in the hands of a receiver and for the time being it will be conducted by the receiver. This situation applies only to the hotel business, as the building is still owned, as for many years, by Burton Babcock.

L. W. Murphy, manager of the Owosso agency of the Cable Piano Co., has purchased the Olympic Hotel, at Carp Lake, and has already taken charge.

C. Charles, of Woodstock, Ill., has leased Grand View Hotel, at Hamlin Lake, near Ludington. Mr. Charles has been proprietor of the leading hotel in Woodstock. He disposed of his interests there ten weeks ago and has since been looking for a location.

Newsy Notes From a Progressive City.

Owosso, May 17.—There is not so very much news that is important enough to your readers to cause an explosion of your bank account in the anxiety of your readers to learn what has happened down here

in the pie belt, but it looks all right to us fellows out here on the back 40. Owosso is certainly busy this season with the building of about thirty fine homes, two large brick stores, a \$7,000 school building and a new armory. It looks to us innocent bystanders as if the brick layer and carpenter would be in shape to set a good table for quite a spell.

The funeral of John Watson, the Bancroft merchant and ex-sheriff of Shiawassee county, was held last week at the home of the deceased in Bancroft. Mr. Watson was a commercial traveler for several years in this part of the State and had many friends among the old boys who knew him best.

E. J. Elligett has taken over the Middleton Hotel and will be open for business next week. We don't have any guesses coming, for any of the boys on the road who ever had occasion to poke their knees under Ed's table at his restaurant will come right on down and fill up.

Miss Leona Huff, of Durand, has sold her eating joint known as the Traveler's Cafe to A. Suburger, who has taken possession. Mrs. Suburger is already on the job, making pies like mother used to make. Here's another good one which makes a fellow feel less like going home to meals. Boys, don't shy off at this place.

Frank Hecox of Vickeryville, the veteran druggist and grocer, is in a critical condition at his home from a stroke of apoplexy or similar attack.

M. C. Lathrop has moved his stock into the Salisbury building, on the corner of Washington and Exchange, and added the Wear-U-Well shoe line.

We are informed that at a meeting of the Owosso business men last week, in the interest of the half holiday question, it was finally decided to close nights.

E. D. and A. B. Horne have purchased the grocery stock of E. G. Howe and taken possession. The Horne Bros. are both up-to-date grocers and will, no doubt, do a very large business at this location. Two horns can make more noise than one—that's Howe.

The writer called on a four corners groceryman this week who brought in seventy cases of eggs in a four days' trip with a grocery wagon; also another who had over fifty cases. Who says the hen doesn't stand good at the bank?

Hurrah for the country grocers and don't forget to cheer for the bird who lays the egg. Excuse us for this broken line in our rhyme, but we know better than to send Editor Stowe any poetry.

Honest Groceryman.

Come One, Come All!

Grand Rapids, May 18.—The Travelers' Auxiliary, through its committees, have spared no pains to make the coming convention of the Michigan State Pharmaceutical Association the greatest in its history and we expect you to be with us at that time and share in the duties, as well as the pleasures, of entertaining our guests. We have carefully gone over the programme and no details have been overlooked. Look forward to the smoker and Dutch lunch for some fun and surprises. You will long remember it and the jolly bunch of pill rollers who will be in attendance. As you understand, this is strictly for the men and we will all be at ease. We have the promise of Congressman Doremus, of Detroit, that he will be with us. Representative Doremus is the one man who, by his untiring efforts in behalf of the Michigan druggists as well as the U. S. at large, killed the patent medicine stamp tax in his famous plea, "Tax the well, not the sick."

J. J. Dooley.
Pres. M. P. T. A.

All Grocery Stores to Close May 31.

Grand Rapids, May 18.—The regular meeting of the Grand Rapids Retail Grocers' Protective Association was held Monday night in the Association room, 35-37 Pearl street.

A communication from the Association's attorney, Leonard Verdier, reporting the results of the efforts which were put forth by the retail grocers and general merchants of Michigan in securing an amendment to the garnishment law, was read and received with much appreciation, because of the fact that the Association has acquired the desired result.

Under the old law 80 per cent. of the wages of the householder having a family was exempt. Under the new law 60 per cent. is exempt. Under the old law 40 per cent. was exempt when the defendant was not a householder having a family. Under the new law this is changed to 30 per cent. The minimum amounts exempt—namely, \$8 for a married man and \$4 for a single man—have not been changed. This new law will go into effect January 1, 1916.

Application of new members to the Association were as follows:

Wm. Radaike, 537 Stocking street.
V. G. Rowe, 719 Cherry street.
Adam Ditmar, 744 Oakdale.
H. C. Bryant, 335 Lexington.
Smith & Schoonfield, 334 W. Bridge
Norman Odell, 405 Jefferson avenue.

Klunder Bros., 1058 Adams street.
These were all received into the Association in full membership.

The Sunday closing ordinance is againg up before the Association and, after some discussion on the subject, it was referred to the Legislative Committee for immediate action.

Memorial day this year coming on Sunday, it was decided that all groceries be closed all day Monday.
Wm. P. Workman, Sec'y.

Thumb Merchants Touch Elbows.

Harbor Beach, May 15.—A caravan of fifteen autos, carrying seventy-five members of Caro Business Men's Association, joined 125 members of Bad Axe Board of Trade to enjoy a fish dinner with seventy Harbor Beach business men at Hotel Dow last night. This, the greatest municipal welfare gathering ever held in the Thumb, was under the direction of James McCaren of Bad Axe, representing the Bad Axe Board of Trade.

Fred L. Keeler, State Superintendent of Public Instruction, and Herbert Leon Cape, of Caro, were among the speakers who responded to invitations from Toastmaster B. F. Brown.

Mr. Keeler spoke on the subject of Michigan big business with reference to Michigan's instruction system for which \$20,000,000 is expended annually. Mr. Keeler urged a restriction of improper marriages, which is filling such homes as the Lapeer institution. T. W. Atwood, of Caro, spoke on municipal improvements and the advancement of mutual relationships between the three large cities in the Thumb; Prof. A. T. Sawyer of Bad Axe on municipal advancement as applied to his town, and Otto Zenke, President of Caro's Business Men's Association, gave an enthusiastic talk on community welfare.

The Knocker's Creed.

I believe that nothing is right. I believe that everything is wrong. I believe that I alone have the right idea. The town is wrong, the editor is wrong, the teachers are wrong, the people are wrong, the things they do are wrong and they are doing them in the wrong way any how. I believe I could fix things if they would let me. If they don't I will get a lot of other fellows like myself and we will have a law passed to make others do things the way we want

them done. I do not believe that the town ought to grow. It is too big now. I believe in fighting every public improvement and in spoiling everybody's pleasure. I am always to the front in opposing things and never yet advanced an idea or supported a movement that would make the people happier or add to the pleasure of man, woman or child. I am opposed to fun and am happiest when at a funeral. I believe in starting reforms that will take the joy out of life. It's a sad world and I am glad of it. Amen.

The Unbroken Rule.

In Washington there is a club where playing cards for money and various other things are forbidden. But on one occasion recently four friends who wished to have a quiet little game of bridge decided that there would be no harm in a slight departure from the regulations.

Having found a retired corner, they had commenced to play when one of them noticed that a waiter who was near was observing them. Wishing to avoid further disclosure, he called the waiter and said:

"William, I know you will not consider it your duty to inform against us. I presume that ere now you have seen the rules broken."

"Sir," said the waiter, gravely, "I have been in the service of this club for some years, but have never yet given any such information, although I have seen all the rules broken but one."

"And what is that one rule?"

"That of feeing the waiters, sir."

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, May 19.—Creamery butter, fresh, 25@28c; dairy, 20@25c; poor to common, all kinds, 17@20c.

Cheese—Dull; new fancy, 10@15½c; new choice, 14½@15c; held fancy, 15½@16c;

Eggs—Choice fresh, 19@20c.
Poultry (live)—Broilers per lb, 30@35c; cox, 12@13c; fowls, 17@18c; geese, 11@12c; turkeys, 15@17c; ducks, 17@18c;

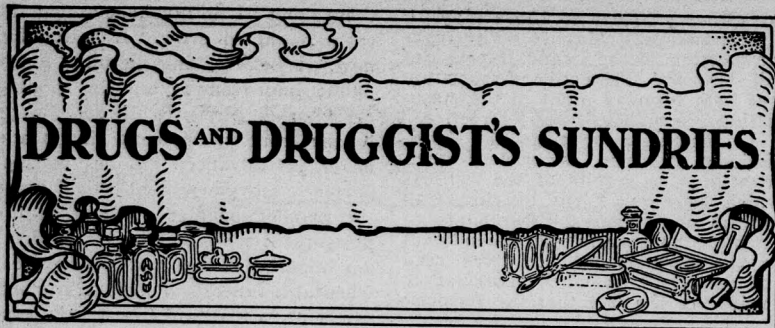
Beans—Medium, new, \$3.40; pea, \$3.25; Red Kidney, \$3.60@3.65; White Kidney, \$3.75@3.90; Marrow, \$3.75@4.00.

Potatoes—30@40c per bu.
Rea & Witzig.

The Grand Rapids wholesalers will make a one-day trade extension and social trip over the new interurban to Battle Creek next week Wednesday. The party, about 100 strong, will leave at 7:30 and with eight stops at stations along the route will reach Battle Creek in time for luncheon at 1 o'clock. The afternoon will be spent in visiting the trade and at 6 o'clock the Grand Rapids party will give a dinner to their Battle Creek trade friends at Post Tavern. The return will be after the meeting.

Detroit—The Waco-Schaffer Motor Co. has been organized to manufacture and deal in gas engines, automobiles, motorcycles, etc., with an authorized capital stock of \$200,000, all of which has been subscribed, \$10,000 paid in in cash and \$190,000 in property.

Few people to whom you are introduced really care to know you.



Michigan Board of Pharmacy.
 President—E. T. Boden, Bay City.
 Secretary—E. E. Faulkner, Delton.
 Treasurer—Charles S. Koon, Muskegon.
 Other Members—Will E. Collins,
 Owosso; Leonard A. Seltzer, Detroit.
 Next Meeting—Press Hall, Grand Rapids,
 March 16, 17 and 18.

Michigan State Pharmaceutical Association.
 President—Grant Stevens, Detroit.
 Secretary—D. D. Alton, Fremont.
 Treasurer—Ed. C. Varnum, Jonesville.
 Next Annual Meeting—Grand Rapids,
 June 9, 10 and 11.

Michigan Pharmaceutical Travelers' Association.
 President—John J. Dooley, Grand Rapids.
 Secretary and Treasurer—W. S. Lawton,
 Grand Rapids.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.
 Executive Committee—Wm. Qulgley,
 Chairman; Henry Riechel, Theron Forbes.

Poison Ivy a National Menace.

Of all the poisonous plants common to the United States, none causes as much annoyance and inconvenience to people as poison ivy (*Rhus radicans*). Every year an increasing number of people are poisoned by it, yet nothing is done to eradicate it.

The average city-bred person is not familiar with it at all; in fact, he is apt to gather poison ivy before other plants because of its attractive foliage. In summer the leaves are of a beautiful shiny green, while in autumn they are scarlet. Every person should be familiar with poison ivy, so that he may avoid it while in the country. It is found everywhere because of its hardiness and because of its effective methods of reproduction. It is for this reason that we should begin a campaign to destroy the poison ivy in the United States. It has been the experience of the New York Botanical Garden staff that it takes years to destroy these plants, because the only effective way of getting rid of them is to pull them up root and all.

There are many people who are not affected by poison ivy. In fact they pull the stems from the trees and the roots from the grounds and suffer no ill effects. Others are poisoned in passing the plant. This raises the interesting question as to why some people are poisoned when they touch the plant and some are not. While we are not absolutely certain as to the cause of this variation of susceptibility, we believe it is due largely to the fact that some people, when exercising or even when they are not, have a strong acid reacting skin, which makes them susceptible to poisoning, while others have an alkaline reacting skin which effectively protects them from the poisonous effects of the plant. At least in several

cases, the above proved to be true of persons who were poisoned and those who were not. We do know that if people who are susceptible to ivy poisoning will wash their hands and ankles with bicarbonate of soda before going in the woods, they will be immune from its effects. The alkali destroys the resinous or fatty constituent of the poison ivy. Upon this fact is based the method of treatment when poisoned. When affected, rub the parts briskly with a saturated solution of bicarbonate or carbonate of soda and repeat until the itching sensation is stopped, then the ivy will give you no further trouble. Try to interest your friends in the campaign to destroy poison ivy, because it has become a menace to public health.

Proper Care of Show Cases.

So little attention is paid to show cases in the average drug store that I cannot but help make a suggestion or two in regard to cleaning the glass. I have been in some drug stores where the goods were jumbled up so that I do not see how the druggist or the clerk could find anything, and as to the customer, I don't see how he could be expected to buy anything when he could not see the goods. Show cases are made to show the goods, not to hide them. Nothing looks more attractive than a nice, clean show case with the goods neatly arranged. There are several methods of cleaning show cases, and there are various devices on the market for this work, but the best thing I have ever tried is simply a chamois skin of good quality soaked in water and then wrung out. This takes the grease and dirt off the tops as well as the sides of the case, leaving the glass clear without any streaks. I also use it on the woodwork and windows, and get excellent results with about half the work. All needed is the chamois. No cloth is necessary, and, while the idea may be an old one, I had never heard of it until I tried it out myself a short time ago. Heretofore, I had been using bon ami, which is very mussy and also scratches the glass in time. As to arranging the good in the show cases, every one has a different way of doing this. I have six and eight foot floor cases, and classify my goods so that I or the clerk may find them at a glance and also know where they are. I always have a place for everything in my store, and everything in its place.

N. L. Nordstrom.

You may kick, you may shatter a boom if you will, but the hope of a candidate clings to it still.

Scintillant Splinters From the Sagi-naws.

Saginaw, May 17.—George Gauss, the well-known retail meat dealer, has discontinued his Hayden market and is conducting one market at the corner of Johnson and Warren streets.

A. L. Gardnier, known as "Hole in the wall Gardnier" has added another store to his long chain of stores. He has purchased the stock and leased the store at 601 Gratiot street. He now has a store on the East and West Sides.

A meeting of the committees engaged in securing subscriptions for the proposed new Bancroft Hotel was held yesterday afternoon in the Board of Trade rooms. Good progress was reported in raising the necessary funds and the prospects are said to be bright for obtaining the required amount soon. Saginaw only needs to subscribe \$75,000 towards the \$750,000 project and a large proportion of this is now raised.

A. J. Page has purchased the interest of George Merrill in the A. J. Page Co. and will represent the Hupmobile Co. in this territory alone, continuing the business. Leon C. Gemmill has joined the sales force and his acquaintance in Saginaw and familiarity with the many merits of the Hupmobile car makes him highly qualified in his new work.

Saginaw Elks are planning for a real humdinger of a time when they make the trip to the eleventh annual State convention at Grand Rapids June 4. According to present indications, a record breaking crowd will go from this city on the special train. Further details have been completed by the committee and circulars with return cards have been sent to all of the members urging their attendance.

Because of a remarkable and unprecedented increase in the volume of business during the last few months, extensive additions are to be made to the tannery operated by F. W. & F. Carlisle in the north end of the first ward. Contracts for the construction of two new buildings in connection with the tannery have been let to A. Gelinas & Sons and work will be begun immediately. The addition to the Carlisle plant will include a bark house 50x50 feet and about 50 feet high and a leech house that will be 40x130 feet. This latter building will be sufficiently large to accommodate sixteen leech tanks and will materially increase the producing capacity of the plant, which is now enjoying its most prosperous period. The two new buildings will be constructed of brick and re-enforced concrete.

At a joint meeting of Saginaw Council and the Ladies' Auxiliary last night at the Foresters' Temple, arrangements were made to attend the State convention at Lansing, June 4 and 5. From present indications it is expected that about seventy-five couple will go from Saginaw, as practically all of the members are planning to be accompanied by their ladies.

Definite announcement that the accounting offices of the Saginaw division of the Pere Marquette Railroad, which handle the Port Huron-Grand Rapids and Toledo-Ludington systems of the road, will be moved from this city within the next week, was given out at the local offices of the Pere Marquette to-day. The project, which had been hanging fire for some time, was definitely decided by General Manager H. F. Alfred and District Accountant K. A. Karlson of the Saginaw offices, who was in Detroit conferring with Mr. Alfred on the matter, returned with the decision of the general manager. The removal of the accounting offices of the Pere Marquette will mean that Saginaw will lose about twenty-five men, with a year pay roll averaging about \$20,000. We certainly are sorry that this change had to be made.

Elf Khurafeh Temple of Shriners will hold a big ceremonial session to-day which will be attended by about 500, including some 250 visitors from Bay City, Flint, Alma, St. Louis, Midland and other nearby towns. During the afternoon there will be a general reception of visitors and candidates. The big public feature of the event will be the street parade at 5 o'clock. The Shriners, the Arab patrol, the drum corps and candidates will appear in the procession.

Gilbert S. Skimin has just purchased the Moore cigar stock, at the corner of Genesee and Franklin streets and will continue the establishment under its former name. Mr. Skimin is a well known young business and fraternal man of this city, where he was born and received his education. He entered the cigar business nine years ago and with the exception of ten months has been with the Moore store since. He was made manager by the late William Moore two years ago and during the time Mr. Moore was absent from the city Mr. Skimin had entire charge of the business. The store was established ten years ago. The present staff of assistants will be retained.

About 100 farmers attended the first annual silo day at the McClure Co. plant Saturday, and various features were provided for the visitors. During the morning a trip was made through the factory, during which they inspected the various operations, the machinery, the manufacturing of silos, the supply of California redwood and an exhibit of California red wood rails which have been in use for fifty-two years and yet show no decay or effects of wear and the elements. A group photograph was taken and at noon the visitors were entertained at dinner in the company's dining room, music being furnished on a Victrola.

Mr. Hayward, the jolly salesman of the Saginaw Beef Co., is a "bloom-in' Englishman," and he always has a stock of stories that never seem to run low. He very nearly broke up a meeting with this one: There was a Jew who had quite a lot of sporting blood, and after business hours he could always be found in a poker game, or when the races were in town he would be out to the race track. When Abe would return from his poker games, his wife would ask him how he came out, and Abe would always reply that he won. His winnings being usually from twenty to fifty dollars. But when he would return from the horse races and his wife enquired how he came out, he always replied that he had lost. So one day she said, "Abe, how is it when you play poker you always win, and when you bet on the horse you always lose," "Vell," replied Abe, "They won't let me shuffle the horses."

Ralph Waldo Trine: "The better we understand life, the more we come to the realization of the fact that happiness is a duty. It signifies that we are working in harmony with the laws of our being. It is one of the concomitants of righteousness. Righteousness in its last analysis will be found to be living in right relations with the laws of our being and with the laws of the universe about us. This attitude, this habit of happiness is also a benefit to others. As cheerfulness induces cheerfulness in others so happiness inspires and induces happiness. We communicate this condition to those about us. Its effects come back in turn from them to us again. As anger inspires anger, as love and sympathy inspire love and sympathy in others, each of its kind, so cheerfulness and happiness inspire the same in others."

Arthur B. Cornwell.

Lots of men would rather have a political job than earn an honest living.

Walrus Soda Fountains Electric Carbonators Cyclone Mixers

Glasses Cups Holders
Spoons Dishers Paper Soda Cups
Squeezers Shakers, Etc.

Coca Cola, Cherry Smash
Root Beer, Grapefruitola
Syrups and Flavors

Chairs, Stools and Tables

Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Prices quoted are nominal, based on market the day of issue.

Acids		Mustard, true		Ipecac	
Acetic	6 @ 8	9 00@9 50		@ 75	
Boric	10 @ 15	Mustard, artifi'l	3 50@3 75	Iron, clo.	@ 60
Carbolic	1 45@1 50	Neatsfoot	70@ 80	Kino	@ 80
Citric	68 @ 75	Olive, pure	2 50@3 50	Myrrh	@1 05
Muriatic	1 1/2 @ 5	Olive, Malaga,		Nux Vomica	@ 70
Nitric	7 @ 12	yellow	1 55@1 65	Opium	@2 75
Oxalic	25 @ 30	Olive, Malaga,		Opium, Capmh.	@ 90
Sulphuric	1 1/2 @ 5	green	1 50@1 60	Opium, Deodor'd	@2 75
Tartaric	53 @ 55	Orange Sweet	2 50@2 75	Rhubarb	@ 70
Ammonia		Organum, pure	@ 2 50	Paints	
Water, 26 deg.	6 1/2 @ 10	Organum, com'l	@ 75	Lead, red dry	7 @ 8
Water, 18 deg.	4 1/2 @ 8	Pennyroyal	@ 2 75	Lead, white dry	7 @ 8
Water, 14 deg.	3 1/2 @ 6	Peppermint	2 50@2 75	Lead, white oil	7 @ 8
Carbonate	13 @ 16	Rose, pure	14 50@16 00	Ochre, yellow bbl.	1 @ 1 1/2
Chloride	10 @ 25	Rosemary Flows	1 50@1 75	Ochre yellow less	2 @ 5
Balsams		Sandalwood, E.		Putty	@ 1 10
Copaiba	75@1 00	I.	6 50@6 75	Red Venet'n bbl.	1 @ 1 1/2
Fir (Canada)	1 50@1 75	Sassafras, true	@ 60	Red Venet'n less	2 @ 5
Fir (Oregon)	40@ 50	Sassafras, artifi'l	3 25@3 50	Vermillion, Eng.	1 25@1 50
Peru	4 75@5 00	Spearmint	3 25@3 50	Vermillion, Amer.	15@ 20
Tolu	75@1 00	Sperm	90@1 00	Whiting, bbl.	11-18@1 1/2
Berries		Tansy	4 00@4 25	Whiting, 20 lb	@ 20
Cubeb	85 @ 90	Tar, USP	30@ 40	L. H. P. Prep'd	1 25@1 35
Fish	15 @ 20	Turpentine, bbls.	@ 49	Insecticides	
Juniper	10 @ 15	Turpentine, less	55@ 60	Arsenic	10@ 15
Prickley Ash	@ 50	Wintergreen, true	@ 5 00	Blue Vitrol, bbl.	@ 8
Barks		Wintergreen, sweet	@ 3 00@3 25	Blue Vitrol, less	9@ 15
Cassia (ordinary)	25@ 30	Birch	3 00@3 25	Bordeaux Mix Fst	8@ 10
Cassia (Salgon)	65@ 75	Wintergreen, art	1 75@2 00	Hellebore, White	
Elm (powd. 35c)	30@ 35	Wormseed	3 50@4 00	powdered	15@ 20
Sassafras (pow. 30c)	@ 25	Wormseed	4 00@4 25	Insect Powder	30@ 50
Soap Cut (powd. 35c)	23@ 25	Potassium		Lead Arsenate	8@ 10
Extracts		Bicarbonate	25@ 30	Lime and Sulphur	
Licorice	27@ 30	Bichromate	20@ 25	Solution, gal.	15@ 25
Licorice powdered	30@ 35	Bromide	1 25@1 35	Paris Green	18@22 1/2
Flowers		Carbonate	30@ 35	Miscellaneous	
Arnica	30@ 40	Chlorate, xtal and		Acetanalid	2 00@2 60
Chamomile (Ger.)	55@ 60	powdered	47@ 50	Alum	6@ 8
Chamomile (Rom)	55@ 60	Chlorate, granular	52@ 55	Alum, powdered and	
Gums		Cyanide	30@ 45	ground	7@ 10
Acacia, 1st	50@ 60	Iodide	@ 77	Bismuth, Subni-	
Acacia, 2nd	45@ 50	Permanaganate	65@ 70	trate	3 17@3 20
Acacia, 3d	40@ 45	Prussiate, yellow	53@ 55	Borax, xtal or	
Acacia, Sorts	20@ 25	Prussiate, red	1 20@1 25	powdered	6@ 12
Acacia, powdered	30@ 40	Sulphate	20@ 25	Cantharides po	2 00@7 00
Aloes (Barb. Pow)	22@ 25	Roots		Calomel	1 44@1 50
Aloes (Cape Pow)	20@ 25	Alkanet	30@ 35	Capsicum	30@ 35
Aloes (Soc. Pow.)	40@ 50	Blood, powdered	20@ 25	Carmine	4 25@4 50
Asafoetida	60@ 75	Calamus	40@ 70	Cassia Buds	@ 40
Asafoetida, Powd.		Elecampane, pwd.	15@ 20	Cloves	30@ 35
Pure	@ 1 00	Gentian, powd.	15@ 25	Chalk Prepared	6@ 8
U. S. P. Powd.	@ 1 25	Ginger, Airican,		Chalk Precipitated	7@ 10
Camphor	58@ 62	powdered	15@ 20	Chloroform	37@ 43
Guaiaac	40@ 45	Ginger, Jamaica	22@ 25	Chloral Hydrate	1 00@1 20
Guaiaac, powdered	50@ 55	Ginger, Jamaica,		Cocaine	4 60@4 90
Kino	70@ 75	powdered	22@ 23	Cocoa Butter	55@ 65
Kino, powdered	75@ 80	Goldenseal pow.	6 50@7 00	Corks, list, less 70%	
Myrrh	@ 40	Ipecac, powd.	6 25@6 50	Copperas, bbls.	@ 01
Myrrh, powdered	@ 50	Licorice	18@ 20	Copperas, less	2 @ 5
Opium	9 30@9 50	Licorice, powd.	12@ 15	Copperas, powd.	4@ 6
Opium, powd.	11 00@11 25	Orris, powdered	30@ 35	Corrosive Sublim.	1 40@1 50
Opium, gran.	11 50@12 00	Poke, powdered	20@ 25	Cream Tartar	38@ 42
Shellac	28@ 35	Rhubarb	75@1 00	Cuttlebone	40@ 45
Shellac, Bleached	30@ 35	Rhubarb, powd.	75@1 25	Dextrine	7@ 10
Tragacanth		Rosinweed, powd.	25@ 35	Dover's Powder	@ 2 50
No. 1	2 25@2 50	Sarsaparilla, Hond.	@ 65	Emery, all Nos.	6@ 10
Tragacanth pow	1 25@1 50	Sarsaparilla Mexican,		Emery, powdered	5@ 8
Turpentine	10@ 15	ground	30@ 35	Epsom Salts, bbls	@ 2
Leaves		Squills	20@ 35	Epsom Salts, less	3@ 5
Buchu	1 75@2 00	Squills, powdered	40@ 60	Ergot	2 00@2 25
Buchu, powd.	2 00@2 25	Tumeric, powd.	12@ 15	Ergot, powdered	2 75@3 00
Sage, bulk	28@ 35	Valerian, powd.	25@ 30	Flake White	15@ 20
Sage, 1/4s loose	35@ 40	Seeds		Formaldenylde lb.	10@ 15
Sage, powdered	30@ 35	Anise	20@ 25	Gambier	10@ 15
Senna, Alex	30@ 35	Anise, powdered	@ 25	Gelatine	55@ 70
Senna, Tinn.	30@ 35	Bird, ls	@ 12	Glassware, full cases	80%
Senna Tinn powd	35@ 40	Canary	12@ 15	Glassware, less 70	& 10%
Uva Ursi	18@ 20	Caraway	15@ 20	Glauber Salts bbl.	@ 1 1/2
Oils		Cardamon	2 00@2 25	Glauber Salts less	2 @ 5
Almonds, Bitter,		Celery (powd. 40)	30@ 35	Glue, brown	11@ 15
true	6 50@7 00	Coriander	10@ 18	Glue, brown grd.	10@ 15
Almonds, Bitter,		Dill	20@ 25	Glue, white	15@ 25
artificial	3 00@3 25	Fennel	40@ 45	Glue, white grd.	15@ 20
Almonds, Sweet,		Flax	5@ 10	Glycerine	24@ 35
true	1 25@1 50	Flax, ground	5@ 10	Hops	45@ 60
Almonds, Sweet,		Foenugreek, pow.	8@ 10	Indigo	1 75@2 00
imitation	50@ 60	Hemp	7@ 10	Iodine	4 55@4 80
Amber, crude	25@ 30	Lobelia	@ 50	Iodoform	5 20@5 80
Amber, rectified	40@ 50	Mustard, yellow	16@ 20	Lead Acetate	15@ 20
Anise	2 00@2 25	Mustard, black	16@ 20	Lycopodium	1 50@1 75
Bergamont	4 25@4 50	Mustard, powd.	22@ 30	Mace	85@ 90
Cajeput	1 35@1 60	Poppy	18@ 20	Mace, powdered	95@1 00
Cassia	1 75@2 00	Quince	1 00@1 25	Menthol	3 50@3 75
Castor, bbls. and		Rape	@ 15	Menthol	3 75@4 00
cans	12 1/2 @ 15	Sabadilla	@ 35	Morphine	5 65@5 90
Cedar Leaf	90@1 00	Sabadilla, powd.	@ 40	Nux Vomica	@ 15
Citronella	75@1 00	Sunflower	12@ 20	Nux Vomica pow	@ 20
Cloves	1 75@2 00	Worm American	20@ 25	Pepper, black pow	@ 30
Cocanut	20@ 25	Worm Levant	85@ 90	Pepper, white	@ 35
Cod Liver	1 50@1 75	Tinctures		Pitch, Burgundy	@ 15
Cotton Seed	85@1 00	Aconite	@ 75	Quassia	10@ 15
Croton	2 00@2 25	Aloes	@ 65	Quinine, all brds	30@ 40
Cupbebs	4 25@4 50	Arnica	@ 75	Rochelle Salts	28@ 35
Eigeron	2 00@2 25	Asafoetida	@ 1 35	Saccharine	3 25@3 75
Eucalyptus	1 00@1 20	Belladonna	@ 1 65	Salt Peter	12@ 16
Hemlock, pure	@ 1 00	Benzoin	@ 1 00	Seidlitz Mixture	27@ 30
Juniper Berries	2 00@2 25	Benzoin Compo'd	@ 1 00	Soap, green	15@ 20
Juniper Wood	70@ 90	Buchu	@ 1 50	Soap, mott castile	12@ 15
Lard, extra	80@ 90	Cantharadies	@ 1 80	Soap, white castile	
Lard, No. 1	65@ 75	Capsicum	@ 90	case	@ 6 75
Laven'r Flowers	@ 6 00	Cardamon	@ 1 50	Soap, white castile	
Lavender, Gar'n	1 25@1 40	Cardamon, Comp.	@ 2 00	less, per bar	@ 75
Lemon	2 00@2 25	Catechu	@ 60	Soda Ash	1 1/2 @ 5
Linseed, boiled, bbl.	@ 71	Cinchona	@ 1 05	Soda Bicarbonate	1 1/2 @ 5
Linseed, bld. less	75@ 82	Colchicum	@ 75	Soda, Sal	1 @ 4
Linseed, raw, bbl.	@ 70	Cubeb	@ 1 20	Spirits Camphor	@ 75
Linseed, raw, less	74@ 81	Cubeb	@ 1 20	Sulphur roll	2 1/2 @ 5

WHITE HOUSE

KEEP IT MOVING

There's no other coffee so well calculated to compel "repeat" orders—to hold trade—to promote coffee confidence.

DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.

COFFEE

In 1, 2 and 3-lb. air tight tin cans only—whole, ground or pulverized. NEVER SOLD IN BULK.

JUDSON GROCER CO.
Wholesale Distributors
GRAND RAPIDS, MICHIGAN

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

- Galvanized Tubs
Galvanized Pails
Flour
Cheese
Farina

DECLINED

Allspice

Index to Markets

By Columns

Table with columns for market categories (A, B, C, D, F, G, H, J, M, N, O, P, R, S, T, V, W, Y) and corresponding items like Ammonia, Axle Grease, Baked Beans, etc.

Main price list table with columns for item names (e.g., AMMONIA, AXLE GREASE, BAKED BEANS) and prices per unit.

Table with columns 3, 4, and 5 containing various product categories like CHEESE, CHOCOLATE, CLOTHES LINE, COCOA, COCOANUT, COFFEES ROASTED, and various food items.

6

Table with 2 columns: Item Name and Price. Includes categories like Snaparoons, Spiced Jumbles, Sugar Fingers, Butter, Soda, Oyster, Sugar Wafer Specialties, CREAM TARTAR, DRIED FRUITS, FARINACEOUS GOODS, and FISHING TACKLE.

7

Table with 2 columns: Item Name and Price. Includes categories like Linen Lines, Poles, FLAVORING EXTRACTS, FLOUR AND FEED, Winter Wheat, Oyster, Sugar Wafer Specialties, CREAM TARTAR, DRIED FRUITS, FARINACEOUS GOODS, and FISHING TACKLE.

8

Table with 2 columns: Item Name and Price. Includes categories like Calfskin, Pelts, Tallow, Wool, HORSE RADISH, JELLY, MAPLEINE, MINCE MEAT, MOLASSES, MUSTARD, OLIVES, PICKLES, PIPES, PLAYING CARDS, PROVISIONS, and Smoked Meats.

9

Table with 2 columns: Item Name and Price. Includes categories like Sausages, Beef, Pig's Feet, Tripe, Casings, Uncolored Butterline, Canned Meats, RICE, ROLLED OATS, SALAD DRESSING, SALERATUS, SAL SODA, SALT, SALT FISH, Smoked Salmon, Holland Herring, Trout, Mackerel, and Lake Herring.

10

Table with 2 columns: Item Name and Price. Includes categories like SEEDS, SHOE BLACKING, SODA, SPICES, Pure Ground in Bulk, STARCH, Syrup, TABLE SAUCES, and TEA.

11

Table with 2 columns: Item Name and Price. Includes categories like TOBACCO, Plug, Kingsford, Muzzy, Kingsford, Muzzy, SYRUPS, TABLE SAUCES, TEA, and Smoked Meats.

SPECIAL PRICE CURRENT

Table with columns 12, 13, 14 listing various goods like Smoking, Pilot, Faucets, Mop Sticks, Palls, Toothpicks, Traps, Tubs, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, Wicking, Woodenware, Butter Plates, Ovals, Wire End, Churns, Clothes Pins, Round Head, Charcoal.

BAKING POWDER K. C.

List of baking powder products including 10 oz., 25 oz., 50 oz., 80 oz. sizes and prices.



List of cigars including Johnson Cigar Co.'s Brand, Dutch Masters, and others.

List of coffee products including Worden Grocer Co. Brands and Old Master Coffee.



List of soap products including Fitzpatrick Brothers' Soap Chips.

Old Master Coffee and San Marto Coffee descriptions.

Fitzpatrick Brothers' Soap Chips BBLs list.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless Lemon and High Class Vanilla advertisement.

PUTNAM'S Double A

Bitter Sweet Chocolates advertisement with Putnam Factory logo and address.

Roasted Dwinell-Wright Brands



White House Coffee product descriptions and prices.



Royal Garden Tea product descriptions.

SOAP

List of soap products including Acme and Naphtha.

Proctor & Gamble Co.

List of Proctor & Gamble products like Lenox and Ivory.

Swift & Company

List of Swift & Company products like Swift's Pride and White Laundry.

Tradesman Co.'s Brand

List of Tradesman Co.'s Brand products like Black Hawk.

A. B. Wrisley

List of A. B. Wrisley products like Good Cheer and Old Country.

Scouring

List of scouring products like Sapollo and Scourine.

Soap Compounds

List of soap compounds like Johnson's Fine and Rub-No-More.

Washing Powders

List of washing powders like Armour's and Babbitt's.

List of washing powders like Gold Dust and Snow Boy.

The only 5c Cleanser

Advertisement for 5c Cleanser with product image.

Additional product listings for cleansers.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Counters, shelving and drawers adapted for country store. About 64 feet. Hand made counters and about 70 feet pine shelving. Address J. S. Crosby, 1006 Cherry St., Grand Rapids. 150

Mr. Merchant don't worry about the bills due on your merchandise, let me get crowds of people for you now, who will buy and pay cash—it only takes your effort with my services and arrangement to make the sale a positive success. I furnish everything and new too, advertising matter, circulars, signs, cards, pennants, string tickets, materials for decoration, and bring an experienced decorator and card writer with me; my services are very reasonable—the public pays the bill—you cannot lose, write me your conditions, same will be kept confidential; W. G. Montgomery, Hotel Charlevoix, Detroit, Michigan. 149

For Sale—A prosperous livery business in a growing Northern Michigan city of 15,000. This barn serves all undertakers in the city. It has an established business that autos cannot knock out. Everything first-class. A good chance to buy a live money making going business. Let me tell you all about it. Address No. 139, care Michigan Tradesman. 139

Oven—Three-deck Hubbard portable; in good condition. Will sell for any price if taken at once. Charles Kralicek, Kingwood, W. Va. 140

Ideal side line for High-grade traveling salesmen to call on neckwear trade. Practically every merchant buys. Orders shipped on trade terms. Liberal commission. Also excellent account for brokers. Write Grip Bow Tie Co., Omaha, Neb. 141

For Sale—A new International motor truck in first-class order; never used. Will sell at good discount from factory price. Address H. R. Tinsley & Company, Crawfordsville, Indiana. 142

For Sale—Arkansas Properties. Hardwood for staves, wagon stock, etc. Improved farms and ranches. Fruit lands. Box 15, Ozark, Arkansas. 143

Force Your Selling—In the selling season sell all possible, at a profit. Why carry goods over and sacrifice them out of season. Our special selling campaigns are profit makers and business builders. Stocks closed out entirely or reduced at a profit and no bad after effects. Get edge references from merchants and jobbers. Merchants National Service Co., National City Bank Building, Chicago, Illinois. 144

Soda Fountain—All-marble counter; iceless system. Good as new; Handsome outfit; bargain. Address Postoffice Box 12, Clifton Station, Cincinnati, Ohio. 135

Look—Here is a deal worth your time to investigate. A good paying grocery with hotel and livery in connection. No competition. \$2,500 will swing the deal. Address No. 136, care Tradesman. 136

For Sale—Rexall drug store in town of 700 people. Sure money maker. A bargain for immediate cash sale. No competition. Burrell Trip, Lawrence, Michigan. 137

For Sale—At a bargain if taken this month, tinshop doing a good business, situated in a city of 7,000 inhabitants. This is a fine opening for a good tinner. Reason for selling, poor health. Address F. N. Gaskell, 151 3rd Street, Baraboo, Wisconsin. 138

MR. MERCHANT! Why pay \$3 per thousand for trading stamps when we supply individual stamps, designed and engraved to order for only 16 cents per thousand, with individual collection books free? Why pay 3 per cent. of your business for trading stamps? Why not put this money in your own cash drawer? Send for our superb plan, samples of individual stamps and our proposition in full. Home Publishing House, 5555 Irving Street, Albany, N. Y. 144

INTERIOR TRIM PLANT FOR SALE. For quick sale, the best factory in the South for manufacture of furniture or interior trim. Special advantages in rates, taxes, labor, raw material both yellow pine and hardwoods. Plant is new, fireproof and insurance rate is 66 cents per \$100. Sale price is less than half the cost. Write for particulars and photographs. J. P. Mulherin, Trustee, Augusta, Georgia. 145

Wanted to hear of good location for drug store. Address No. 146, care Tradesman. 146

For Sale—Grocery in good town of 1,000 population. Good farming community. Clean, fresh stock. Best business corner. Must be sold quick. Reasons, other business. Lock Box 163, Homer, Michigan. 147

For Sale—An up-to-date stock of men's shoes and furnishings in town of 5,000 in Central Michigan. Stock and fixtures will inventory about \$4,000. Will sell at a big discount on account of health. Further particulars, address 148, Michigan Tradesman. 148

For Sale—Paying bakery, good business for man who can do own baking. Some groceries. New Hubbard oven, fixtures, supplies; all which have been paid out of business less than a year. Address 132, care Tradesman. 132

A Business Snap—Restaurant and lunch room on Milwaukee avenue. Average receipts \$38 per day. Big high-class automobile trade. Owner called away will sell at a sacrifice. Everything in first-class shape. J. T. Robertson, Libertyville, Illinois. 133

For Sale—Clothing and gents' furnishing stock Southern Michigan. Village of 800. Located in finest farming district. Doing cash business \$12,000. Rent \$15. Stock will invoice \$4,500. Only store of kind in town. Good reasons for selling. Will exchange for farm. Don't write unless you mean business. Address Snap, care Tradesman. 115

For Sale or might exchange \$7,000 clean general stock doing good cash business, located in fruit district of Texas, for similar business in North, preferable Southern Michigan. Address Box 306, Lindale, Texas. 117

Wanted to buy: One five barrel gasoline tank and pump. Address Scott & Co., Cannonsburg, Michigan. 118

For Sale—At a bargain my tools and stock consisting of gun tools and stock, also bicycle tools and some stock; fishing tackle; ammunition and picture framing machine and minor tools; in good business town of 2,000 population. Reason for selling, poor health. S. A. Vesceius, Vassar, Michigan. 122

For Sale—Good live drug store, in best city in State. Invoice \$4,000. Address No. 123, care Tradesman. 123

Wanted—To trade Kalamazoo property for drug store in town of 2,000 to 5,000. V. E. Lawler, 1223 Stockbridge Ave., Kalamazoo, Michigan. 114

For Sale—One meat slicing machine, in use less than one year, in perfect order; one Hobart Electric Coffee Grinder, and several Toledo Computing Scales. Will sell very reasonable. The Edward Wren Company, Springfield, Ohio. 125

For Sale—Only general stock in town of 1,500 in Southern Michigan. Good store; low rent. Invoices \$4,000. Address Lock Box 188, Union City, Michigan. 127

Drug Store—Have two good paying drug stores. Will sell one. Good opportunity. Further particulars, address No. 128, care Tradesman. 128

Wanted—Fifty more merchants in Michigan to establish a man from Michigan branch in their store. A bran new proposition with great possibilities. Merchants with an established business in other lines of merchandise will find this the greatest cash trade stimulator ever used and its state wide popularity will quickly increase the volume of business in every department of your store. Only a very small investment necessary. First applicants given preference. Address, Branch Stores Department, Canada Mills Company, Francis O. Lindquist, President, Greenville, Michigan. 129

For Sale—No Trade—Clean stock of dry goods and groceries, small town, good territory; established twelve years. Have good trade. Stock and fixtures about \$5,000. Can be reduced. Annual sales \$18,000 to \$20,000. Good reasons for selling. Address No. 98, care Tradesman. 98

For Sale—A \$4,000 stock of 5 and 10c goods, well assorted, on one of the best business streets of Chicago. Can be used with basement for a department store. Long lease. Address D. Jacobson, c/o John V. Farwell Company, Chicago, Ill. 113

For Sale—Clean stock of general merchandise. Good trade. Low expenses in country town. Address No. 99, care Tradesman. 99

WHO WANTS MONTGOMERY next to raise money quickly? To-day my business advice on special selling is endorsed by merchants everywhere. You furnish the stock; I furnish the crowd through the most complete successful and inexpensive method. Write to-day. W. G. Montgomery, Hotel Charlevoix, Detroit, Michigan. 107

We pay CASH for merchandise stock and fixtures. Grand Rapids Store Fixture Co., 7 North Ionia Ave. 203

Stocks Wanted—If you are desirous of selling your stock, tell me about it. I may be able to dispose of it quickly. My service free to both buyer and seller. E. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

Wanted—I want to buy a shoe stock for spot cash. Price must be low. Address "Hartzell," care Tradesman. 907

For Sale—Variety stock and store; or will rent store. F. E. Warren, Colon, Michigan. 100

ADVERTISING INSTRUCTION. Michigan merchants and clerks write your own advertisements better. Costs nothing to try. Full course designed especially for retailers. Sample lesson free. Commercial copy service, 1466 Central Station, St. Louis, Mo. 106

Wanted—Stock of merchandise, must be good clean stock, well located, will pay reasonable price. C. J. Chapman, Leslie, Michigan. 92

For Sale or Exchange—Good retail lumber and coal yard. Address Box 102, Otter Lake, Michigan. 86

For Sale—Have the best meat market in the state; in country town of 600. For further information write 161 Hague avenue, Detroit, Michigan. 65

Merchandise Sales Conductor. For closing out entirely or reducing stocks, get Flood, Dexter, Michigan. 18

For Sale—Fully equipped creamery in a good territory. Reason for selling, owners are unable to operate on account of other business. Will sell at a sacrifice. Located about 40 miles south of Grand Rapids. Address 20, care Michigan Tradesman. 20

Safes Opened—W. L. Slocum, safe expert and locksmith, 97 Monroe Ave., Grand Rapids, Michigan. 104

MERCHANDISE SALES CONDUCTORS. Stocks reduced or closed out entirely by oldest established sales company in Michigan. We conduct more sales for merchants of Michigan than all other sales conductors combined. The Greene Sales Co., Jackson, Michigan. 91

Mail Order Business—For Sale—Established; \$2,000 required; big opportunity; worth \$5,000. Address Modern Specialties, Racine, Wis. 79

We handle collections, adjustments and freight claims. Thirty years' experience. Good references furnished. Noise Adjustment Co. Desk 33, Central National Bank Bldg., St. Louis, Mo. 40

Move your dead stock. For closing out or reducing stocks, get in touch with us. Merchant's Auction Co., Reedsburg, Wisconsin. 963

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 925

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

We buy and sell second-hand store fixtures. Grand Rapids Store Fixture Co., 7 North Ionia Ave. 204

Have Improved Farm to trade for stock merchandise. College town 2,000 people. One mile from Gooding, Idaho. Only first-class considered. G. C. Osborn, Gooding, Idaho. 93

For Sale—Detroit Automatic Scale, No. 70-new. Good general purpose scale. Regular price \$140. \$100 takes it for a quick sale. Gover Mercantile Co., Loomis, Michigan. 89

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. John B. Wright, successor to Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

Will pay cash for any kind of merchandise or any amount of it if cheap enough. Harold Goldstrom, 65 Smith Ave., Detroit, Michigan. 738

HELP WANTED.

Wanted—Hustling salesman calling upon clothiers, furnishes, department store and shoe trade to carry our line of wood window display fixtures. A big seller. Good commissions. Men making small and large towns preferred. One man for each state, Michigan, Indiana and Wisconsin. Polay Fixture Service, 711 Medinah Bldg., Chicago, Ill. 124

Wanted—Registered pharmacist for drug and general merchandise work. Room and board and salary. Address No. 108, care Tradesman. 108

Wanted—A first-class, all around salesman who understands the clothing, shoe and furnishing goods business from A. to Z. Must be a good window trimmer and write his own cards. Good wages and steady position. None but a first-class man need apply. Address A. Lowenberg, Battle Creek, Michigan. 3

Wanted—Clothing Salesman—To open an office and solicit orders for Merchant Tailoring. Full sample equipment is free. Start now and get into business "on your own hook." We build to order the best clothes in America. If you have faith in your ability to do things, you are the fellow we are looking for! Full details will be supplied on request and I can call and talk it over if you are interested. E. L. Moon, General Agent, Columbus, Ohio. 707

Fine business location; corner store, 50x 100 ft.; first floor and basement at Adrian, Michigan. Address D. B. Morgan, Adrian, Michigan.

SOMETHING MORE

THE chances are that you want something more than printing when you want a job of printing—ideas, possibly, or suggestions for them; a plan as likely as possible to be the best, because comprising the latest and the best; an execution of the plan as you want it and when you want it. This is the service that we talk about but little, but invariably give.

Tradesman Company :: Grand Rapids

Summarized Report of San Francisco Convention.

San Francisco, May 15.—Seldom, if ever, have the old timers at conventions of the National Retail Grocers' Association listened to a report of the year's activity so full of activity as that which President Frank B. Connolly presented at the opening session of this week's gathering here. It proved that Mr. Connolly has made a strong effort to carry out his pledges of an awakening, made at the time of his election last year. To sum it up in his own way:

"When I accepted the honor and the duty of the executive head of our National Retail Grocers' Association at the convention at Louisville, Ky., last year, I determined to put into operation in the workings of our Association, some of my personal ideas, gained from close connection with our Association as a member of our executive board since 1907.

"In so doing, I have deviated from the usual custom. If criticism is due me because of the radical changes, or if I am entitled to praise because of the progress we have made, I welcome the verdict at your hands.

"The past year our organization work has demonstrated what can be done in the way of organization and in spite of the fact that conditions prevailing throughout the world, have had a serious effect on business generally, our Association is in a most satisfactory condition.

"While it is true the balance in our treasury, \$2,711.72, will not compare with the balance on hand at our last convention, the expense of maintaining our organizers throughout the year and the fact that we have received from our advertising representatives \$1,775 less than the previous year, explains it.

"The funds used for organization purposes was money well spent, and there are several hundred dollars still

owing as one-half of this expense. The increase in our membership will eventually repay us, while the moral influence of our organization has been greatly increased."

Mr. Connolly recited the action of the directors in reaffirming their opposition to trading stamps, and also referred to the raising of a fund with which to aid the Washington State Association defend their anti-trading stamp law before the United States Supreme Court. This fund of \$1,000, he said had been turned over to the Washington Association. The chief state contributions were: California \$245; Washington, \$179; New York, \$154; Ohio, \$84; Illinois, \$66 and Minnesota, \$65.

Mr. Connolly referred feelingly to the death of Treasurer George Suhr of Buffalo. He also commended the work of Sol Westerfeld as chairman of the trade relations and publicity committees. In concluding his address Mr. Connolly made the following recommendations for the convention and the incoming administration:

1. We should change the name of our Association to the National Grocers & Merchants' Association. This will recognize the 25 per cent. of our membership who are merchants and at the same time give proper recognition to the 75 per cent of our members, the retail grocers. I have already induced the State Associations of Colorado and Washington to so change their names.

2. Our constitution and by-laws sadly need reconstruction, and I will at this convention appoint a committee on constitution and by-laws to amend the same.

3. The trading stamp and coupon evil is occupying the center of the stage at the present time. We should take steps to curb in every way the many coupon and trading stamp schemes that are constantly being offered to our members.

4. We should assist in every way

to pass a similar bill to the Stevens bill on the maintenance of the retail selling price introduced in the last Congress.

5. We should continue to carry on our organization work in every state where conditions are ripe for it. The Southern States need organization badly, but do not seem to respond.

6. We should loyally support our National Retail Grocers' Bulletin, so that it may become more attractive and wield even a greater influence.

7. We should endeavor to eliminate as far as possible, factional strife that may exist in our state associations. Our National Association should have more power to straighten out matters of this kind when they arise.

8. Our present amicable relations with the wholesale and the manufacturing trades should continue to exist and the harmonious relationship between the three factors of the manufacture and distribution of food products should be perpetuated.

In conclusion, I wish to impress upon the delegates to this convention the necessity of giving due consideration to our National Association first when matters are to be considered and especially when the resolutions are before you for adoption.

Let us not allow the election of officers at this convention to distract our attention from the great work we have in hand from properly representing our constituents at home. Let us give deep and serious thought to every subject under discussion. Let us make this the greatest convention in the history of our organization so that we may return to our homes and to our associates instilled with enthusiasm that is necessary to make our National Association of retail grocers the greatest and most successful organization of its kind.

The officers elected were as follows:

President—Frank B. Connolly of San Francisco (re-elected).

Vice-President—John H. Schaefer of Davenport, Ia. (relected).

Secretary—John J. Ryan of St. Paul Minn.

Treasurer—William Jeffrey of Hornell, N. Y.

Trustee (to succeed C. E. Beinert of Nebraska)—J. S. Carver of Utah.

St. Louis—The St. Louis Co-Operative Creamery Co. has been organized to manufacture and deal in milk, cream, butter and cheese, with an authorized capital stock of \$10,000, of which amount \$2,240 has been subscribed and \$1,260 paid in in cash.

BUSINESS CHANCES.

Wanted—Fennville wants a resident dentist. The best location of any small town in Michigan. Rooms especially for dentist. Been used as a dental office for the past ten years. In the opera house block. Inquire of L. S. Dickinson & Son, Fennville, Mich. 151.

For Sale—Stock of groceries and fixtures which inventory about \$3,000 in growing town of 3,000 people. Reason for selling, failing health of one member of the firm. Address No. 152, care Michigan Tradesman. 152.

For Sale—Stock of general merchandise, dry goods, ready-to-wear, millinery, shoes and groceries. This is worth your careful investigation. It is not a dead business, but a live up-to-date establishment making money every year. Located in the best medium sized town in Michigan. Reason for selling, wish to retire. Do not answer this unless you mean business and have the cash. No trades considered. Address Box E, care Michigan Tradesman. 153.

For Sale—Stock of shoes and groceries invoicing shoes \$5,000. Groceries alone, \$3,500. Will sell together or separate. Doing good business in best town in State of Michigan. Reason for selling, wish to retire. No need to answer unless you mean business. Cash only. No trades. Address Box E, care Michigan Tradesman. 154.

LOGAN & BRYAN

ESTABLISHED 1877

MEMBERS:

New York Stock Exchange
New York Cotton Exchange
Chicago Board of Trade
Chicago Stock Exchange

Kansas City Board of Trade
Minneapolis Chamber of Commerce
Winnipeg Grain Exchange
And all other leading exchanges

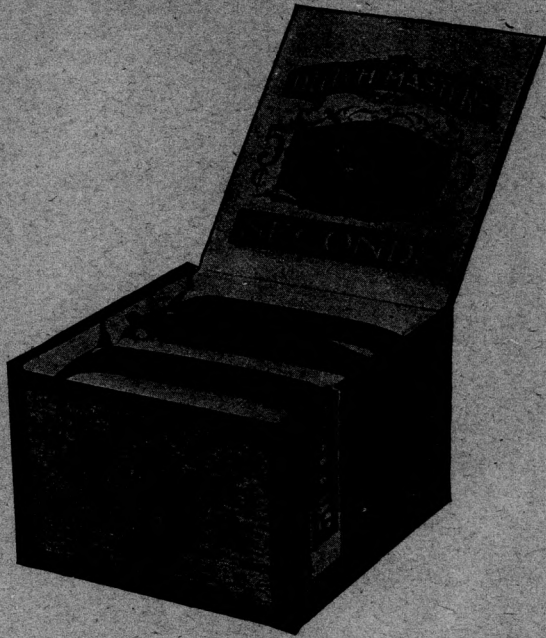
Announce the opening of their Branch Office
in Grand Rapids, No. 306 Godfrey Building,
in the quarters formerly occupied by their cor-
respondents, The O. E. Brown Company.

PRIVATE LEASED WIRES TO ALL MARKETS

PRINCIPAL OFFICES:

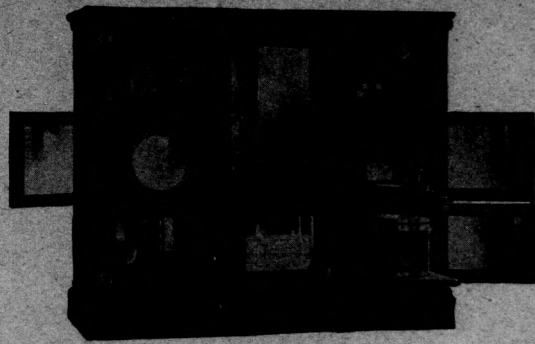
New York CHICAGO Buffalo Omaha Salt Lake Seattle Los Angeles

DUTCH MASTERS SECONDS



Will stimulate your trade. Handled by all jobbers.

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS



Is Your Refrigerator an Asset or a Liability?

Think twice before you answer this question even in your own mind. Perishable goods usually are expensive and *provide for a fair margin of profit*. But unless your refrigerator is *absolutely dependable* they are one of the biggest sources of loss in the grocery business.

McCray Display Refrigerators

Ask any owner of a McCray Refrigerator and you will find that he has solved this vital problem to his entire satisfaction. He will tell you that the McCray construction which provides for a constant circulation of cold, dry air and the carrying off of all odors and impurities through a water sealed drain pipe enables him to cut his spoilage expense to the absolute minimum. *Goods attractively displayed are quickly sold*. The McCray will bring you many new customers and help you hold the old ones. It complies with all legal requirements regarding the unprotected display of food products.

Write for Catalogue—

No. 69—For Grocers. No. 61—For Meat Markets. No. 92—For Residences.
No. 50—For Hotels and Restaurants.

McCray Refrigerator Company

775 Lake Street

Kendallville, Indiana

For Salesroom in Your City See Your Local Telephone Book

Sales Tell the Tale

You can sell more

PERFECTION
OIL
THE NEW OIL
FOR LIGHT AND FUEL

than any other kind because it burns 20 per cent. brighter and 20 per cent. longer than any other oil, without any odor or charring the wick. Therefore it is more economical and satisfactory to the consumer.

You will want to sell more Perfection Oil than any other kind because it means larger sales and greater profit for you.

BE THE FIRST

in your locality to introduce it. Recommend it with confidence. Every claim is guaranteed by Standard Oil Company, of Indiana, American's greatest service organization.

Full particulars at any of our distributing stations.

STANDARD OIL COMPANY

of Indiana

CHICAGO : : U. S. A.



The Verdict

—convincingly and overwhelmingly for Goodrich.

This company *alone* through the daily press of January 31st gave to the consuming public the *most sweeping reduction* ever made in tire prices. This established the *only genuine Fair-List* in existence on non-skid tires today.

Goodrich prices were dated February 1st in ordinary course. Other tires were reduced in prices a *few days later* and the reduction *dated back* to February 1st.

Every *real* price-reduction on tires has followed the lead of Goodrich.

As always, Goodrich policy and Goodrich methods first gave the tire user the benefit of reduced prices.

We lowered tire cost for *every* tire user when we did that.

We were more than content to await the verdict.

And that verdict is *overwhelmingly and convincingly* in favor of Goodrich Tires and of Goodrich Fair-List prices.

We knew that the tire user was buying mileage-service—he was buying what the tires would *do* for him, rather than so much bulk rubber and fabric.

We knew what our long years of rubber manufacture and tire-making had taught us.

We knew we were making tires which had exactly the right amount of rubber and the right quantity of fabric to deliver exactly the right kind of service.

We knew that too much rubber and too much fabric would be as detrimental to the service of the tires as *too little*.

The tire user *knows* that Goodrich led in putting tire prices on their just and proper level.

You pay *money* for your tires. You want *miles* from your tires.

Goodrich Tires are *built* to deliver mileage at the least cost per mile, and to deliver it with the greatest ease, the greatest comfort and the greatest *economy*.

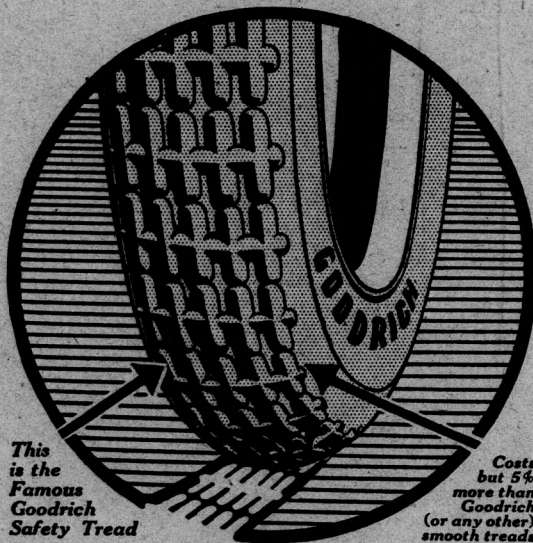
Every ounce of energy, every bit of intelligence, every flash of genius, every atom of efficiency in the whole Goodrich organization has been concentrated on this proposition of making tires which will *surely* give the greatest mileage at the least cost.

The Goodrich tire user *knows* that right now, today, with all the stampede to meet Goodrich prices, *Goodrich quality is not met* and that his dollar buys more tire service in Goodrich tires.

“As good as Goodrich” is today the plea.

Let us say to you, in all good faith and with every confidence in the fair-minded judgment of the tire user, that no other tire made has in it and of it the experience, the *know-how* and the *know-why* which govern the selection and the combination of the exact quality and quantity of rubber and fabric which constitute Goodrich Tires.

Only 5% PLUS for the Best Non-Skid



This is the Famous Goodrich Safety Tread

Costs but 5% more than Goodrich (or any other) smooth treads

Note the following table of comparative prices on non-skid tires. Columns headed “A,” “B,” “C” and “D” represent four highly advertised tires and be sure to note Goodrich Safety Treads cost from 8% to 48% less than others shown below:

Size	Goodrich Safety Tread	OTHER MAKES			
		“A”	“B”	“C”	“D”
30x3	\$ 9.45	\$10.55	\$10.95	\$16.35	\$18.10
30x3½	12.20	13.35	14.20	21.70	23.60
32x3½	14.00	15.40	16.30	22.85	25.30
34x4	20.35	22.30	23.80	31.15	33.55
36x4½	28.70	32.15	33.60	41.85	41.40
37x5	33.90	39.80	41.80	49.85	52.05

“Goodrich First” is the verdict of the motoring public, which *knows* that Goodrich first gave it the great benefit of *Fair-List* prices and which demands increasing thousands of

GOODRICH FAIR-LISTED TIRES

THE B. F. GOODRICH COMPANY, Akron, Ohio